

THE ROTARIAN



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A CLASSIFIED
INDEX OF OUR

ADVERTISERS

READ THEIR ADS
WRITE TO THEM

	Page		Page		Page
Acoustics		Engineers (Civil)		Oil	
Maser Acoustile Co.	410	F. H. Shaw	423	Bayerson Oil Co.	413
Adding Machine Rolls		Favor	399	Paints and Varnishes	
The Dudley Paper Co.	351	Favor Paperwear Works	399	The Lowe Bros. Co.	377
Advertising		File Wrappers	397	Paper	
Buildings and Building Management	371	Desaulniers and Co.	397	The Dudley Paper Co.	351
Classified, Directory of	351	Flowers	407	Paper Boxes	
Special 3rd District Advertising	401-424	A. W. Smith Co.	407	Beehive Paper Box Co.	397
Advertising Novelties		Florists' Section in Rotary	365	Williamsport Paper Box & Printing Co.	419
Palm, Fechteler & Co.	389	Jno. F. Horn & Bro.	420	Paper Clips	
Artificial Flowers		Williamsport Floral Co.	419	Buffalo Automatic Mfg. Co.	399
The Hulsizer Co.	399	Forgings	414	Paper Favors	
Auto Supplies		Erie Forge Co.	414	Favor Paperwear Works	399
Allen Auto Specialty Co.	395	Fountain Pens	377	Periodical Publishers	
B. F. Goodrich Co.	367	Furniture	393	Kable Brothers Company	389
Eclipse Mfg. Co.	395	Gas Ranges	413	Piping	
E. S. Michener	420	Am. Beauty Stove Co.	413	Pittsburgh Piping & Equip. Co.	411
Landers Bros. Co.	395	Glassware	408	Plumbers Supplies	
Manhattan Electrical Supply Co.	397	Golf Supplies	408	Hays Mfg. Co.	413
Martin-Evans Co.	395	The Burke Golf Co.	Inside Front Cover	Portable Garages	
O. K. Harry Steel Co.	389	Gummed Labels	423	O. K. Harry Steel Co.	389
United States Tires	375	Fenton Label Co.	423	Printers	
Bags (Paper, Cotton, Burlap)		Health		Commercial Printing Co.	397
The Cleveland Akron Bag Co.	375	Battle Creek Sanitarium	363	Kable Brothers Company	399
Band Instruments		Maurice Baths	383	Smith Printing Co.	418
B. C. Keeler Mfg. Co.	418	The Kercher Baths	381	Protective Service	
Banks		Heating Systems		Am. Dist. Telegraph Co.	387
Union Trust Co., Chicago	399	Warren Webster & Co.	375	Publicity	
Bank and Office Furniture		The Sims Co.	414	R. G. Knowles	371
The Smith Printing Co.	418	Hotels		Publishers	
Bathroom and Kitchen Fixtures		Allentown, Hotel Allen	399	Keystone Consolidated Pub. Co.	407
Standard Sanitary Mfg. Co.	405	Buffalo, Hotel Statler	391	Push Pins	
Baths		Chicago, Hotel Sherman	391	Moore Pushpin Co.	423
Maurice Baths	383	Cleveland, Hotel Statler	391	Radiators	
The Kercher Bath Co.	381	Detroit, Hotel Statler	391	Williamsport Radiator Co.	419
Batteries		New York, Hotel McAlpin	Inside Front Cover	Radiator Covers	
Manhattan Elec. Supply Co.	397	New York, Martha Washington Hotel	363	The Allen Auto Spec. Co.	395
Beverages		(For Women)	363	Real Estate	
Cantrell and Cochrane (Ginger Ale), Dublin and Belfast	383	New York, Hotel Majestic	391	Freehold Real Estate Co.	411
Bicycles and Supplies		Pittsburgh, Hotel Wm. Penn	408	Refrigerators	
Keyser Fry	422	Pittsburgh, Hotel Fort Pitt	409	Northev Mfg. Co.	381
Blank Books		Providence, Hotel Crown	399	Restaurant	
Irving-Pitt Mfg. Co.	369	Providence, Hotel Narragansett	399	The Hof Brau Haus	391
Boilers		Syracuse, Hotel Onondaga	399	Rotary Radiator Emblems	
E. Keebler Co.	419	House Furnishings		Martin-Evans Co.	395
R. Munroe & Sons	410	Davis & Nahikian	423	Rotary Window Emblems	
Book Publishers		Moran & Hastings Co.	369	Palm, Fechteler & Co.	389
Chapple Publishing Co.	379	S. Karpen & Bro.	393	Rubber Tires	
Brass Goods		House Organs		B. F. Goodrich Co.	367
Hays Mfg. Co.	413	Kable Bros. Co.	389	Rugs	
Brokerage Agency		Ice Cream	410	Davis & Nahikian	423
Johnston Brokerage Co.	406	Insurance		Safety Razors	
Bronze Signs		Mich. Commercial Insurance Co.	399	Durham Duplex Razor Co.	
Jas. H. Mathews Co.	411	Iron Work		Safe Registers	
Building Movers		Erie City Iron Works	414	The Egry Register Co.	387
John Eichley Jr. Co.	411	Valley Iron Works	418	Sanitarium	
Burlap, Buckram and Webbing		Labels		Battle Creek Sanitarium	363
Landers Bros. Co.	395	Fenton Label Co.	423	Seeds	
The Cleveland Akron Bag Co.	375	Lighting Fixtures		Iowa Seed Co.	397
Cash Registers		Moran & Hastings Mfg. Co.	369	Show Cases and Store Fixtures	
National Cash Register Co.	359	Lockers		Hugh Lyons & Co.	387
Certified Public Accountants		Terrell's Equipment Co.	385	Spark Plugs	
Main, Squires & Co.	409	Loose Leaf Systems		Eclipse Mfg. Co.	395
Chain Blocks		Irving-Pitt Mfg. Co.	369	Sporting Goods	
Reading Chain Block Co.	422	Lumber		The Harder Sporting Goods Co.	419
Cigarettes		Forest Lumber Co.	409	Steel Products	
Murad.	373	Machinery		O. K. Harry Steel Co.	389
Cigars		Greenwood Const. & Supply Co.	410	The Guerber Engineering Co.	420
Duquesne Cigar Co.	408	Hermanos Machine Co.	418	Steel Cupboards and Lockers	
Henry T. Offerdinger	424	Magazines		Terrell's Equipment Co.	385
Club Lockers		Buildings & Building Management	371	Sterilizers	
Terrell's Equipment Co.	385	National Magazine	379	Am. Sterilizer Co.	412
Coal and Coke		Men's Wear		Stoves	
Bixler Coal & Coke Co.	409	Metal Work		Am. Beauty Stove Co.	413
Compasses		Erie Art Metal Co.	413	Telephone and Telegraph	
Taylor Instrument Companies	385	L. F. Grammes & Sons	420	Am. Tel. & Tel. Co.	353
Confectionery		Meters		Testing Laboratory	
Paul F. Beich Co.	393	Am. Meter Co.	412	Pittsburgh Testing & Lab. Co.	410
Consulting Engineers		Milk Bottle Caps		Thermometers	
Scofield Engineering Co.	397	Hagerstown Cap Co.	420	Taylor Instrument Companies	385
Cough Drops		Motor Trucks		Tire Cases	
Wm. H. Luden	422	Mascot Truck Co.	417	The Allen Auto Specialty Co.	395
Decalcomanie Products		Municipal Publicity		Tobacco Products	
Palm, Fechteler & Co.	389	Rotary Club of Atlanta	357	M. H. Ranck	423
Dictionaries		Rotary Club of Kansas City	361	Transportation	
G. & C. Merriam Co.	387	Rotary Club of New Castle	421	Central of Georgia Ry.	381
Drawing Materials		Rotary Club of Scranton	416	Chicago & No. Western R. R.	385
B. K. Elliott Co.	407	Rotary Club of Wilkesbarre	415	Louisville & Nashville R. R.	383
Educational		Musical		Merchandise & Miners Transp. Co.	381
Combs Conservatory of Music	423	Combs Conservatory of Music	423	Monon Route	373
Powder Point Schools	351	Nurseries		Nashville, Chattanooga & St Louis Ry.	383
The Sheldon School	381	B. H. Farr	422	Seaboard Air Line Ry. Co.	373
Electrical Supplies		Office Appliances and Supplies		Southern Ry.	385-389
Burke Elec. Co.	412	Am. Tel. & Tel. Co.	353	Trucks (Factory)	
The United Electric Co.	393	Buffalo Automatic Mfg. Co.	399	The Lansing Co.	377
Engineers		Desaulniers Co.	397	Typewriters	
The Guerber Engineering Co.	420	Erie Art Metal Co.	413	Remington Typewriter Co.	355
Financial		Fenton Label Co.	423	Underwear	
Food Products		Hugh Lyons & Co.	387	Delpark, Inc.	391
Friction		Irving-Pitt Mfg. Co.	369	Vacuum Cleaners	
Gifts		L. E. Waterman Co.	377	The United Electric Co.	393
Glass		Moore Pushpin Co.	423	Vises	
Gifts		National Cash Register Co.	359	Reed Mfg. Co.	412
Glue		Remington Typewriter Co.	355	Waterproofing Cloth	
Groceries		Taylor Instrument Companies	385	Cravette Co.	Outside Back Cover
Hand Tools		Terrell's Equipment Co.	385	Window Glass	
Hardware		The Dudley Paper Co.	351	Johnston Brokerage Agency	
Health		The Egry Register Co.	387	Woodworking Machinery	
Household Goods				Hermanese Machine Co.	418
Ice Cream				Lovell Mfg. Co.	414

THE ROTARIAN AD—This Month's Contributors

Charles Henry Mackintosh (*Regarding Replicas of Rotary—Editorial*), member of the Rotary Club of Duluth, is the governor of Rotary District No. 9.

R. Goodwyn Rhett (*The Growing Vision of Business Men*), is a citizen of Charleston, S. C. He was president of the Chamber of Commerce of the United States in 1916 and was re-elected for 1917 at the recent annual convention at Washington City. He wrote this article for **THE ROTARIAN**.

J. R. Yates (*Conflict or Cooperation*), president of Malin-Yates Company, is the retail grocer member of the Rotary Club of Billings, Mont.

T. M. Allison, M. D. (*The Welfare of the Worker*) is the president of the Rotary Club of Newcastle-upon-Tyne, England. He holds the rank of major in the British army.

Lester W. Hink (*The Employer's Service to Employes*), member of Rotary Club of Berkeley, Calif., is vice-president and general manager of J. F. Hink & Sons, Inc., said to be the largest exclusive dry goods store on the Pacific Coast.

Henry C. Hawk (*Home Owning and the Labor Problem*), general manager of the C. W. Post Estate, is a member of the Rotary Club of Battle Creek, Mich.

Abba Hillel Silver (*Rotary and the Soul of Business*) is a member of the Rotary Club of Wheeling, W. Va. This article is a talk made by Rabbi Silver to his fellow Rotarians.

Berton Braley (*Business Is Business*) is the well known American newspaper and magazine poet and fiction writer.

R. R. Shuman (*The Advertiser's Responsibility to Society*), member of the Rotary Club of Chicago, is president of the Shuman Advertising Company.

Hugh P. Baker (*Forests and Industrial Development*) is Dean of the New York State College of Forestry, Syracuse, which he has developed into one of the leading forestry schools in the United States. He is a member of the Rotary Club of Syracuse and chairman of the 1916-1917 International Rotary committee on Philosophy and Education. This article is part of a talk delivered before the Rotary Club of Buffalo in December, 1916.

Fred L. Weede (*A Visiting Rotary House-keeper*), vice-president and general manager of *The Erie Herald*, is a member of the Rotary Club of Erie, and club correspondent for **THE ROTARIAN**.

F. M. Staker (*Kansas City Raises Entrance Fee to \$50*), member of the Rotary Club of Kansas City, Mo., is the club correspondent for **THE ROTARIAN**.

Wallace S. Atchison (*Standardization of Classifications*), is the attorney-at-law member of the Rotary Club of Owensboro.

Frank L. Thresher (*Minneapolis—Club No. 9*) is president of The Tribune Printing Company and first president of the Rotary Club of Minneapolis.

R. E. Leonard (*St. Paul—Club No. 10*), of the Leonard-Neuman Collection Company, is secretary of the Rotary Club of St. Paul.

Otto Wittmann (*Kansas City, Mo.—Club No. 13*), manager of the Kansas City Auto Supply Company, is a former secretary of the Kansas City (Mo.) Rotary Club.

THE ROTARIAN

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THE ROTARIAN

(Title Registered U. S. Patent Office)

The Magazine of Service

(There were printed 32,750 copies of this issue)

T A B L E O F C O N T E N T S

<i>This magazine is not copyrighted and articles not specifically copyrighted may be reprinted; proper credit should be given.</i>			
A Walk Thru the Woods	• • • •	Frontispiece	• • • • 308
Regarding Replicas of Rotary	• • • •	Editorial	• • • • 309
Leaning Backwards	• • • •	Editorial	• • • • 311
My Most Interesting Sale	• • • •	Personal Experiences	• • • • 312
The Growing Vision of Business Men	• • • •	By R. Goodwyn Rhett	313
Written for THE ROTARIAN by the president of the Chamber of Commerce of the U. S.			
Capital and Labor; Employer and Employee:			
Conflict or Cooperation	• • • •	By J. R. Yates	• • • • 315
The Welfare of the Worker	• • • •	By Major T. M. Allison, M. D.	• • • • 384
The Employer's Service to Employees	• • • •	By Lester W. Hink	• • • • 390
Home Owning and the Labor Problem	• • • •	By Henry C. Hawk	• • • • 394
Rotary and the Soul of Business	• • • •	By Abba Hillel Silver	• • • • 317
Business is Business (verse)	• • • •	By Berton Braley	• • • • 320
The Advertiser's Responsibility to Society	By R. R. Shuman	• • • •	322
The first of a series of articles on "The Truth About Advertising."			
Forests and Industrial Development	• • • •	By Hugh P. Baker, Ph. D.	• • • • 325
A Visiting Rotary Housekeeper	• • • •	By Fred L. Weede	• • • • 329
A splendid community service rendered by Erie Rotarians.			
Read This and Make Plans to Attend Atlanta Convention	• • • • •	• • • • •	331
The program of the next International Rotary annual meeting.			
International Rotary in Havana	• • • •	By Allen D. Albert	• • • • 333
The trip of the board of directors to Cuba.			
Kansas City Raises Entrance Fee to \$50	• • • •	By F. M. Staker	• • • • 336
The District Conferences	• • • •	• • • •	337
Standardization of Classifications	• • • •	By Wallace S. Atchison	• • • • 339
The Beginnings of Rotary	• • • • •	• • • • •	341
(Histories of organization of Rotary Clubs of Minneapolis, St. Paul and Kansas City Mo.)			
The Observation Car	• • • • •	By A. Little Bird	• • • • • 345
Personal items about Rotarians.			
Messages from the Districts	• • • • •	Rotary Extension Work	• • • • 348
Activities of Rotary Clubs	• • • • •	By Club Correspondents	• • • • • 349
What the clubs are doing.			
Rotary District No. 3	• • • • •	Special Publicity Section	• • • • 401

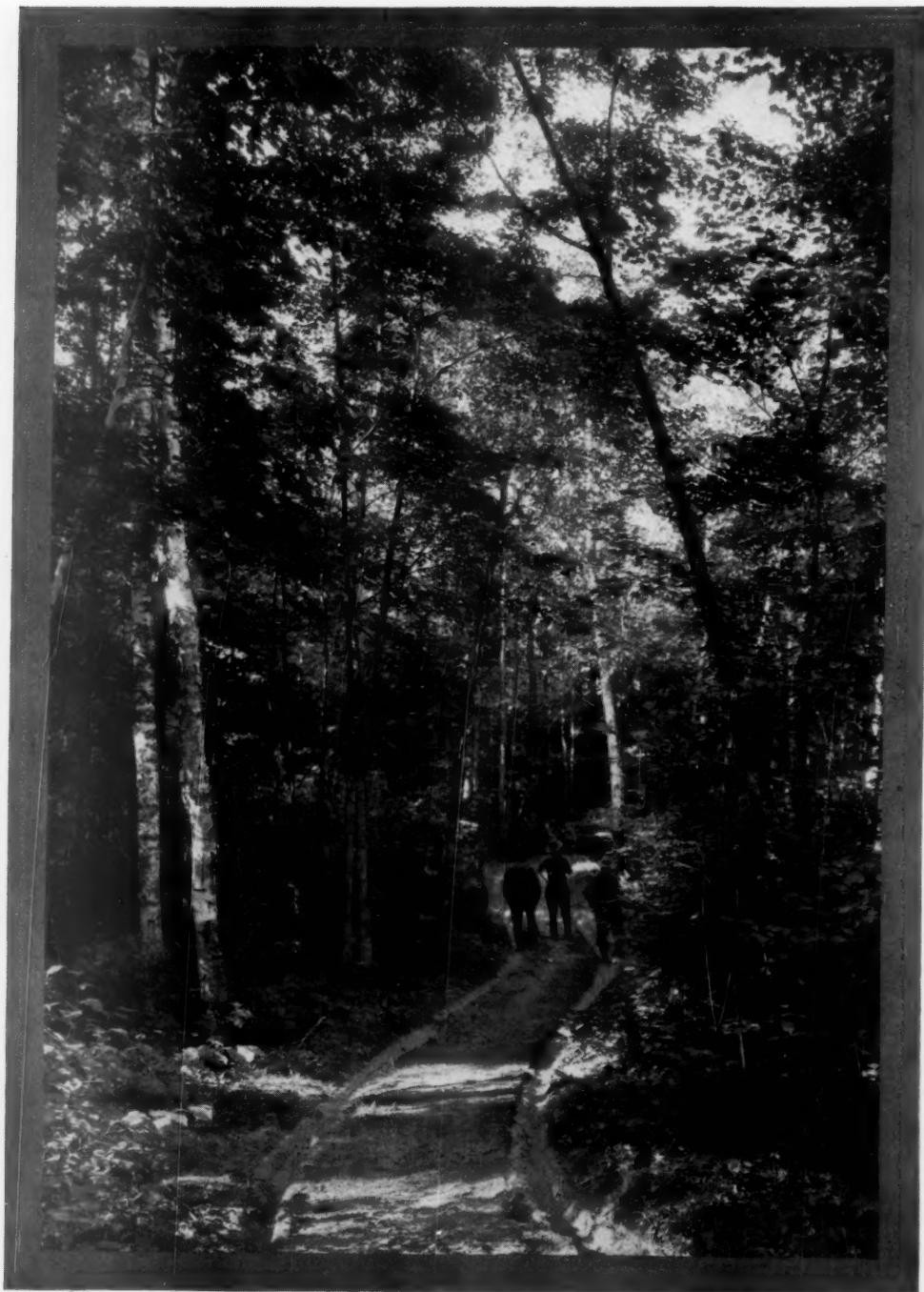
Chesley R. Perry, Editor

(Secretary I. A. of R. C.)

Philip R. Kellar, Managing Editor.

Editorial office: 910 Michigan Avenue, Chicago, U. S. A.

Frank R. Jennings, Advertising Manager,



Turn to the forest to bring back memories of the woods thru which you tramped as a boy, or to renew yourself that you may do more effectively the service which you are emphasizing in your every-day life.—FORESTS AND INDUSTRIAL DEVELOPMENT, PAGE 325.

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

Vol. X No. 4

EDITORIAL

APRIL 1917

Regarding Replicas of Rotary

An Attempt to Define the Right Rotary Attitude Towards Other Clubs Organized Along Rotary Lines

ALL organized movements towards the greater good of humanity must pass thru three fixt phases of public opinion towards them:

First, they are abused. Second, they are tolerated. Third, they are imitated.

Rotary has emerged from the first phase and is passing from the second into the third. Organizations based upon the Rotary idea are springing up all over the country, following in the footsteps of our pioneer society for the scientizing of service.

There are three reasons why these replicas of Rotary seek cities in which Rotary has led the way.

First, because there remain few cities sufficiently large for such a movement to take organized form, in which the standard of Rotary is not already raised.

Second, because in every Rotary city there are those who resisted the Rotary idea until their opportunity to become Rotarians was past. Now they have learned what Rotary really means and are anxious to affiliate with any organization of kindred aims.

Third, because many men who appreciate the principles of Rotary decline to affiliate with Rotary because they cannot concede the necessity for restriction of membership to one representative of each phase of social service. "If your motives truly are altruistic," say these defenders of democracy, "and if your organization truly develops the sense of service in the individual, how can you defend your position in denying the opportunity of growth to the many while granting it to the few?"

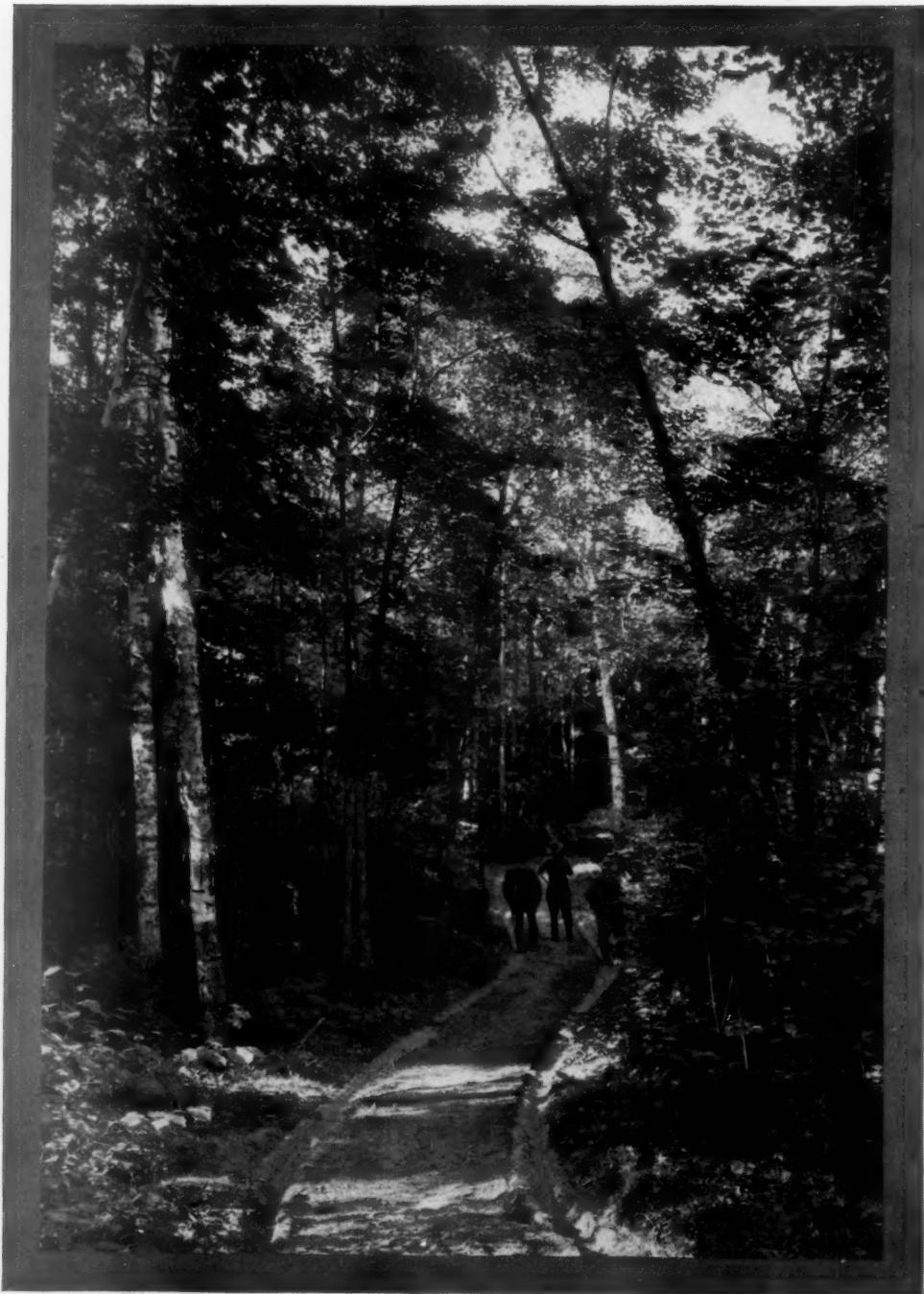
Rotary has been called "aristocratic" and "un-American" because of this base upon which its platform is builded: even among Rotarians, the sense and science of the restriction has not always been thoroly apperceived.

The reason for the restriction is based upon the necessity for the focalization of energy to produce power.

A simple illustration may be taken from the schools of science. Scientists tell us that if the energy in an acre of sunlight could be focused upon the space of a square centimeter, it would place at our disposal far greater power than is now employed in operating all the engines of industry. It would produce heat which would turn platinum instantly into an invisible vapor. But, while this potential power is dissipated over the entire acre, it will not burn even a blade of grass.

Now the purposes of Rotary are to investigate the proper relation between private interests and that fusion of private interests which constitutes society; to infer from the result of its investigations certain laws of conduct, the application of which will insure the greatest profit to the greatest number; and to demonstrate the laws so inferred by their actual application to society.

Recognizing the principle of focalization of energy, Rotary reduces to a single unit each phase of private interests represented in that fusion of private interests which constitutes the city, and so concentrates the whole within the confines of a single club.



Turn to the forest to bring back memories of the woods thru which you tramped as a boy, or to renew yourself that you may do more effectively the service which you are emphasizing in your every-day life.—FORESTS AND INDUSTRIAL DEVELOPMENT, PAGE 325.

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Rotary does not claim to confer any inference of superiority in selecting its units. It does not always seek that individual whose private interests are greatest in his line.

Rotary knows that *friction* forbids the fullest application of energy, and so seeks to reduce it to a practical minimum by selecting only those who will be mutually agreeable, actuated by a common desire to learn and to grow.

These, then, are the practical reasons behind Rotary's restricted membership which has excited most of the opposition to the Rotary idea; and which is, perhaps, the prime reason for the formation of so many other clubs based upon the same general principles but lacking this restriction.

Rotary will continue to affirm and to practice her principle of concentration of energy; but Rotary picks no quarrel with any of those who offer her the sincerest form of flattery, even while they reject this salient feature.

Rotary's aim, to discover and to apply the laws of service, is not a selfish one. We have learned enough to know that all profit more as each adopts the Rotary principle of service rather than selfishness; and we are most willing that it shall become world-wide.

Rotary is a lens to focus the energy of industry upon the idea of service to society rather than to self; and shall we complain because the idea is flaming and spreading? Is not this, indeed, our ultimate aim; and are not these other clubs, made in our own image, proofs of its practicability and evidences of our own success?

Remaining true to its principles, Rotary will welcome every organization having service as a watchword; because organization implies strength, and strength exprest in service can redound only to the greater good of all—and of ourselves amongst the all.

Nor can there be advanced any logical objection to the fullest cooperation between Rotary and kindred clubs to attain common objects. Two or more lenses concentrated upon a given point will produce action quicker than one, even tho that one possesses a finer focus than the rest.

There remains for consideration, however, a final phase in the relations between Rotary and kindred clubs: In some cities Rotarians have been among the first to recognize their own principles in the aims of these newer clubs, and have been prompt to lend encouragement and assistance even to the extent of affiliating with them personally.

Now there can be no question as to the right of every Rotarian to join any organization to which he inclines. Nor must he be censured because, knowing the good in Rotary, he recognizes and inclines towards that same good in other organizations of similar scope and purpose.

The only question comes when we consider that the fundamental plan of Rotary is based upon the focalization of energy, and enquire what will be the effect upon Rotary of a division of individual effort between two or more similar organizations.

It has been said that no one man can achieve supreme success in any two lines of endeavor. Concentration of energy upon some special work produces the greatest results for the individual as it does for that organization of individuals which is the club.

But the strength of the club is the strength of the individuals which constitute it; and a division even of one individual's energy thru two or more channels cannot fail to reduce the strength of the club below what it would be with the undivided support of that individual. The whole is the sum of all its parts.

Rotary's service to society will always be proportional to the strength of its individual members and to the degree in which those individuals expend their strength thru Rotary; and it is self-evident that the individual cannot divide his energy and still give his most and best to Rotary.

Believing that Rotary is worthy of the most and best that we can offer,

we cannot consistently affiliate with other organizations having the same scope and purpose, altho we can cooperate with them in our capacity as units in the Rotary lens.

And so, in conclusion, the admonition of Rotarians to themselves concerning kindred clubs might be exprest thus: Help them where you can; send one of your associates to them if you will; but do not divide your own energies. Rotary has chosen you as her representative to your industry; her power for good upon you and upon your industry depends entirely upon you; and to focus your energy thru Rotary is to attain that supreme concentration which insures success.

Leaning Backwards

NO man ever got more out of Rotary than he put into it. That is a statement which perhaps every Rotarian in the world has heard on many occasions. It is a statement which most of them have used frequently. It is a brief sentence which summarizes the ideal that Rotary is an organization not primarily for commercial profit, but for that profit in growth of character which comes from the effort to render genuine service.

It will be a sorry thing for Rotary if the time ever comes when Rotarians use the dollar sign for measuring the profit which they derive from membership.

However, there is always a danger that one can try to stand so straight in living up to a declaration of principle, that he will lean backwards far enough to lose his equilibrium. When this happens there is a loss of a large part of the value of the principles and the attempt to live up to them. These remarks are prompted by a letter recently received by the Advertising Department of *THE ROTARIAN* from a member of a Rotary club engaged in the business of manufacturing an article of wearing apparel for men. He wrote:

We are taught as Rotarians, and I might say that it is imprest so far as my Rotary club is concerned, that we are not to expect any financial benefit from being a member of the Rotary Club, and that if we are not willing to give more than we can ever expect to receive, the Rotary Club is no place for us. Therefore, how I can conscientiously use the pages of *THE ROTARIAN* as an advertising medium has bothered me somewhat since receiving your letter.

As father of the product which my firm makes, I am so enthusiastic over its merits and wearing qualities that I am certain if the vast army of Rotarians knew what they were missing by not wearing it, they would immediately all get aboard and I would receive considerable financial benefit.

I have no objections to receiving your rate card. Meanwhile, please advise how, if I should recommend to our advertising department the use of your columns, I can square myself with my conscience?

This Rotarian is right in believing that a man should not go into Rotary with the idea of seeing how much financial profit he can get out of it, but the second paragraph in his letter seems to be his own answer to his conscientious question as to how he can live up to the Rotary Code of Ethics. He has something which he believes would be of value to every Rotarian; it seems that it would be a severe stretching of a conscientious objection to say that because he is a Rotarian he is estopped from telling the other 30,000 Rotarians about the good thing he has which it would profit them to have.

There is nothing in Rotary which denies a Rotarian the opportunity and the right to do business with other Rotarians. It would not be in conformity with Rotary ideals for any man to say to the other members of his club and to other Rotarians: "We are Rotarians and therefore I insist that it is your duty to buy my product." But that is a very different matter from saying to all the Rotarians thru the pages of their own magazine something like this: "My friends, I have something that will be of real service to you. I am enthusiastic about it and sincere in my belief that you will be pleased with it. As a Rotarian I have learned what it means to endeavor to render real service. Buy from me, not because I am a Rotarian, but because I can be of service to you in supplying your wants."

No man ever soiled his soul by reaping a financial benefit as the result of a legitimate business transaction that rendered a real service to others.

MY MOST INTERESTING SALE



Selling a Piano in a Coal Mine

In 1913 I went to a coal mining town in Missouri to see a prospect, and found that he was a coal miner, and that if I waited until he had finished his day's work, it would be impossible to see him in time to make the only train leaving the town that day. So I decided to go down in the mine. After pulling off my coat and rolling up my sleeves, tying a handkerchief around my neck to protect my collar, and donning a miner's cap, and lighting the torch, I was lowered into the mine.

In making the 500 foot trip from the shaft to where my man was, I had to go in a stooping position. One of the miners pushing a small car of coal, told me it would be easier to help push the car, thus having something to lean upon.

When I found my man I laid on my side, showed him the cuts of the various pianos, and consummated a deal.

—J. J. Newton, Manager J. W. Jenkins' Sons Music Co., Hutchinson, Kansas.

* * *

A News Item and a \$70,000 Lumber Sale

A few years ago I read in the morning paper a little news item saying that a Mr. Blank was in Cleveland to interest capital in building a large amusement park. In less than one hour I had a salesman at the hotel who merely presented his card and stated that the Cuyahoga Lumber Co. would be pleased to figure with them should they form their company to build the park. I confirmed this visit by letter.

Nothing was heard by me in the matter for something like six weeks. Then I received a telephone call giving us an order for some ground stakes. The gentleman at the other end of the wire said: "You are the only lumber concern which has shown enough interest to call on us and so we are giving you this first order. However, as we will require about two million

feet, we probably will take bids, but will never forget your company."

Before the day was over I was able to gain an audience with Mr. Blank and I presented this argument to him. "You are coming from another section of the country where the names and grades of lumber are entirely different from those we have in this particular market. Let me assure you that the prices which you will obtain here will be very nearly the same when we are all bidding on the same grade of material. My advice to you, no matter whether you do business with me or some other fellow, is to select some concern in whom you have confidence, and who will agree to co-operate with your foreman, and to suggest the most economical grade of lumber to be used for each different purpose. In this way, more than in the taking of bids, will you save money."

Mr. Blank held out his hand after listening to my line of argument, and said: "Mr. Klumph, that sounds good." Here he introduced me to his foreman and said: "Until further notice, place all orders with the Cuyahoga Lumber Company."

The very first order came in for the fence material, which was specified to be 16 foot lengths. I assumed at once that the fence was to be 8 feet high. Upon inquiry I found this to be correct and I then advised him that we could give them the 8 foot boards at just about one-half the price, and save them the labor in crosscutting. During the first three weeks, by our suggestions we saved our customer about \$4,000.

Every lumber yard in this vicinity had salesmen on the job every day, and they tried strenuously to break into the steady line of orders which were coming to us, but we sold every foot of lumber that was used on that job, which in six months amounted to nearly \$70,000.

—Arch C. Klumph, President The Cuyahoga Lumber Co., Cleveland, Ohio.

The Growing Vision of Business Men

How the Act of Getting Together to Co-operate for The Public Welfare, Thru the Chamber of Commerce of the United States, is Broadening Americans

A NEW spirit has been born to the business man of America—a spirit which has touched his better, nobler, bigger self and broadened his vision—a spirit which has brought to him a happiness he had not known before, thru service for a common welfare and in sacrifice where personal interest conflicts with that welfare—a spirit which brings you here to learn more of the work of the Chamber, because you believe it to be the great exponent of that principle of cooperation to which not only the business men of America must look for the attainment of permanent prosperity, but to which the governments and peoples of the world are beginning to look with hope, if not with confidence, for a solution of their stupendous problems.—From the address of President R. Goodwyn Rhett at the fifth annual convention of the Chamber of Commerce of the United States at Washington, D. C., in January, 1917.

By R. Goodwyn Rhett, Charleston, S. C.

President in 1916 of the Chamber of Commerce of the United States, and re-elected for 1917

THE Chamber of Commerce of the United States is working a revolution both in business ideas and business methods. It is not so long since American business men were absorbed with their individual problems, and struggling to solve them with no other thought and consideration than their own individual interest.

The National Chamber is enlarging the vision of the business men in the smaller localities to bigger things, and is clearing the vision of the business men in the larger centers to a truer conception of how closely their real interests are wrapped up in the common welfare.

When the Supreme Court of the United States decided in the Knight case that lawful combination was a matter of form and not of substance; that combination was lawful which did not have for its direct purpose a restraint of trade; that a corporation could lawfully buy the property of another or consolidate with it or take any similar steps in spite of the fact that these steps indirectly constituted a restraint of trade which might or might not be inimical to the public welfare; then confusion was created in the minds of business men which has not yet entirely vanished.

At common law—the fundamental law of the several

states—the true test of lawful combination was its effect upon the public welfare, and the form which the combination took was immaterial.

This confusion prevailed for fifteen years until the Supreme Court of the United States, in 1911, reversed itself and construed the Federal law to accord with the common law decisions.

Now the country is beginning to understand that combinations are lawful which make for the common welfare or are not inimical to the common welfare. We are beginning to understand the true meaning of the word "cooperation," and to realize its importance to the welfare of the country.

The National Chamber is an organization thru which the business men are undertaking to cooperate in the true sense of the word. Each trade and industry is undertaking to form a national or state association for the purpose of studying its conditions and its needs. The old policy of concealment is being abandoned and every one is endeavoring to contribute towards a common counsel for the betterment of conditions to all engaged in the industry. Business men in the cities and towns of the country are likewise organizing themselves into chambers of commerce to improve conditions in their respective localities. The Na-



R. Goodwyn Rhett

LET us revert, for a moment, to the vision which the first president of the Chamber (Harry A. Wheeler of Chicago) had of it, at its second annual convention. He saw it "reaching back into the community, educating the business sentiment of the largest and the smallest cities, raising commercial spirit and commercial patriotism, inspiring men to public service and teaching them to give their time in order that their communities may be bettered." He saw it "raising a new citizenship, with a new idea, as a result of the education going on under its auspices, that would reach down into every hamlet and every town and make a consolidated citizenship of patriotic men." You who are assembled here today, coming from all parts of the country, have had the opportunity of seeing whether that spirit to which he refers has been kindled in your communities. Some of the spirit of the Chamber seems to have found its way into the hearts of the people everywhere and stirred them up to greater effort and greater action.—From the address of President R. Goodwyn Rhett at the fifth annual convention of the Chamber of Commerce of the United States at Washington, D. C.

tional Chamber of Commerce is a federation of these associations and local chambers of commerce, and undertakes to keep them informed on great national questions in which all are interested, and to ascertain their views and their wishes with reference to these questions. No association or chamber of commerce has less than one vote nor more than ten votes. When the local chambers and the national trade associations concur by a two-thirds majority on any proposition, the National Chamber transmits the vote to the President, to his Cabinet, and to the members of Congress, and takes whatever steps it may find advisable to carry out the wishes of the business men as thus express.

It is manifest that nothing which is not for the general welfare of the entire country, as the business men see it, could possibly secure a two-thirds vote of such a membership. Hence, the business men are joining themselves together in the National Chamber for the purpose first, of informing all sections of the country of the merits of great national questions affecting business, and then of ascertaining what the business men believe to be for the welfare of each section of the country and of each industry in the country; specifically agreeing that they will not, thru the National Chamber, exert any influence or make any efforts towards securing or preventing national legislation or executive action unless it has been first ascertained that the general welfare as business men see it, will be thereby advanced.

The purpose of the Chamber at first seemed to many to be too altruistic to be practicable, but with each year the organization has been gaining strength. Its

purposes have been winning advocates both amongst business men themselves and over the entire country. Over 875 local chambers of commerce and national trade associations constitute its membership, and there are approximately 400,000 business men, firms, and corporations included in the membership of these local chambers and trade associations. There is not a single state in which the Chamber has not a number of local organizations enrolled.

In addition to this membership, the National Chamber has an individual membership consisting of over 5,000 individuals, firms or corporations, each of which contributes \$25 per annum and receives the services of the Chamber. These individual members have no vote except in their own local chambers or trade associations.

The Chamber has sent out a number of referenda on various subjects since its organization, and has succeeded in securing the measures advocated by its organizations in a good many instances, but as yet it has only been laying the foundation upon which there will in time be built something worthy of the American business man.

Public opinion is the ultimate force which dominates the American people. What constitutes public opinion? How does it originate? How does it grow? Too often it is based on misinformation or on selfish interest.

The business man's National Chamber undertakes to present issues clearly and fairly in referendum pamphlets which are open to the inspection and criticism of every one; and urges that public opinion be based upon correct information and sound reasoning, and that it shall take into consideration the welfare of the public in all parts of the country.

EMPLOYER AND EMPLOYEE CAPITAL AND LABOR



The following four articles: "Conflict and Cooperation," "The Welfare of the Worker," "The Employer's Service to Employees," "Home Owning and the Labor Problem," deal with the human equation in the relationship between capital and labor, employer and employee, each from a different viewpoint, but each with a sympathy born of the understanding that the problem is not one of lifeless property on the one side and mere human machines on the other.

Conflict or Cooperation?

By J. R. Yates, Billings, Montana

THE greatest war in all human history is taking its frightful toll of life and wealth and happiness and a whole continent is dripping with the blood of men and the tears of women and little children. We speak of it as a titanic struggle and when we think of it we shudder.

Yet, in all solemnity, not as a timorous man frightened by a shadow, not as a dire prophet of evil, but as a business man who believes in looking facts in the face, I say that we in America face today a struggle which is as appalling in its magnitude, as menacing in its intensity, as terrifying in its possibilities as the remorseless conflict which now divides Europe into armed camps and is draining the arteries of her civilization.

The question—and it is a question to which you and I must give heed for we are vitally concerned—is: Are we going to drift along till we are engulfed in the waves of industrial conflict or are we going to bend to the oars and find a haven in the calm waters of industrial cooperation?

Mobilizing of Industrial Forces

Capital and labor, employer and employee, are mobilizing their forces today for combat. They are not differentiated by lines on the map such as separate the nations of Europe. They are not separated by the barriers of race or language. They

are not divided by any fundamental antagonism of interests. Of necessity they work conjointly for the same end—the means of livelihood and the acquisition of wealth. Yet they are divided into hostile and ever more bitterly hostile camps.

Why? Speaking as a business man, as an employer with an employer's point of view, I am frank to say that I believe the barrier which keeps them apart, a barrier which, to use a famous phrase, is "purely psychological," is largely the result of the employer's failure to adjust himself to the changing conditions of modern industry and modern thought. This I say with all due recognition of what we are pleased to call the arrogance of labor, with all due appreciation of the fact that labor often makes demands which are out of reason and in a way which is provocative of resistance and retaliation.

We must recognize that the stage coach days of business organization are of the past. We must open our eyes to the fact that within the span of the business life of many of us economic conditions have been revolutionized, and in the years just ahead of us are inevitably to undergo even more radical change.

Relationship Transformed

We must realize that, thru the operation of complex forces over which no man, no set of men, not even all humanity

itself, has control, the relations of employer to employe have been transformed. We must grasp the point that their interdependence has increased, that their essential mutuality of interest has become closer, and that if we are to carry on our business successfully we must conform our methods to this conception.

What is the nature of this change, you ask? I shall mention only one phase of it, as being directly in point. It is this:

In the increasing keenness of the economic struggle, a constantly larger percentage of capable, worthy, ambitious men—and women—is thrown into the maelstrom of business and industry under disadvantages which, except in rare instances, mean that they cannot reap the rewards which would be theirs if opportunity were really equal, as it is theoretically.

These men and women are born with aspirations, even as you and I. They live today in the visions of tomorrow even as you and I. In short, they are human beings, even as you and I. And accordingly as we give these aspirations, these hopes, these natural human instincts, something on which to feed and grow, so are we going to solve the labor problem.

But when I say this I want you to understand that I am not looking at the question from a purely selfish standpoint. There is an element of selfishness in it, of course, based on the fundamental instinct of self-preservation. It is "good business," to follow a course which promises to safeguard your business against trouble and perhaps disaster.

Broader, More Vital Aspect

But there is a broader, more vital aspect to the matter than that, and I ask you today to consider the question from its human side. I ask you to ask yourselves whether, business considerations aside, it is not your duty to approach this problem not as a buyer of labor treating with the seller of labor, but as a man treating with your fellow man.

*'Tis toil's reward that sweetens industry,
As love inspires with strength th' enraptured
thrush—*

So wrote a poet of an earlier time, but the thought is eternal. As long as mankind has inhabited the earth it has been the reward of toil that has sweetened industry, that has inspired man to do and

dare. The thought holds today, only we are seeing the reverse side of it. We are in the midst of a time when industry is being embittered instead of sweetened because so much of toil is not being equitably rewarded. And the thought will always hold unless we attain that unhappy day of Utopian content when individualism has been wiped out and civilization comes to a stop on the dead center of communistic stagnation.

What are the rewards of toil today for many a man who has ability, integrity, ideas; who sees opportunity but who has for one or another reason been unable to respond when opportunity knocked at his door? For the most part a fixt wage, graduated, of course, according to the value of his services, yet with a fixt limit; a wage which, by its very nature and the method of its adjustment, disassociates him, places him apart, from the very business he is paid to serve.

It is human nature to wish to be a part of the institution with which we are connected. The majority of men are instinctively loyal to the concern by which they are employed. They want to feel that it is their business. They value the confidence of their employer. They take pride in its progress. The man who does not have that feeling is of no value to an employer or to himself.

Vital Necessity of Cooperation

Properly nurtured that feeling is the most valuable asset any business can have. Ignored, it becomes a menace. Give any man who is worth hiring a mere wage, deny him the right to feel that he is a part of the business, keep him in a position where he is working merely *for* you instead of *with* you, and you are not dealing sensibly with yourself or fairly with him.

You and I have seen the development of industry to the point where cooperation between producers in the same line is essential to success; where cooperation is necessary in marketing and buying; where cooperation is as indispensable as is the railroad, the newspaper, the telegraph and telephone. And you and I are living on the threshold of the era when industrial peace and progress will be founded on cooperation between those who are engaged in a single industry, a single business; be— (Continued on page 382)

Rotary and the Soul of Business

By Rabbi Abba Hillel Silver, Wheeling, W. Va.

ROTARY, as a movement, is young. As a principle and a philosophy it is as old as morality itself. Rotary is simply the application to the administration of man's daily affairs, to the practical problems of life, of those eternal principles of morality and religion which have in the past been conveniently relegated to the ethereal spheres of sublime inanity. Religion has so long paraded in a frock coat on Sunday that men have failed to conceive of it in shirt sleeves on Monday. Men saw to it that the Bible was well out of the way when the ledger was opened. The Ten Commandments or the Sermon on the Mount were as welcome in a directors' meeting as news of a European peace would be to speculators in "war brides."

The religion of the business man was a pampered child. It was supplied with all the beautiful toys its heart desired—pretty churches, affable ministers, beautiful choirs and what not. And when the child became restless and fretful it was given a stick of candy to pacify it—a church window, a library, a hospital or a bundle day for the poor.

How many men took the atmosphere of the church along with them into their office? How many realized that their desk was as much an altar of God and as near to God as their church altar? that one could worship there as truly (and perhaps more sincerely) as in a church? How many men had the vision, the insight and the outlook to see beyond mere money-grubbing, profiteering, haggling, and bargaining and find in business opportunities for service, for deepening and beautifying life, for hastening the day when the Kingdom of God will be established on earth?

Moral Progress of Business

Business or industry, of all human institutions, has been the slowest to progress. Not physically of course! Physically, that is viewed as production and



Rabbi Abba Hillel Silver

distribution, it has had a most marvelous history of rapid development, especially in the last century. Think of the rapidity with which the mighty business corporations of our day have developed, of their thoroughness and efficiency, their system and scientific management! Think of the thousand and one time-saving and effort-saving inventions of our day, all aiming to increase profit by eliminating waste. Truly business has made remarkable strides, physically! But spiritually, morally, it has lagged behind all other professions.

Medicine has its code of ethics and its dominant note is service and not selfishness. The teaching profession is exemplary in its splendid sense of unselfish service and its high ethical standard. So is the ministry, in spite of the few small souls who defile it. Even the legal profession, most mercenary of all, has a standard and a code far superior to that of the business profession.

I said the business *profession*. Business is a profession. It entails today as much expert knowledge, as much training, as much originality and, what is most important, as much social responsibility as any of the enumerated professions.

Aristocracy of Labor

There are still some hollow-headed pseudo-aristocrats amongst us who speak of business with gloved words, who are most aggravatingly superior in their attitude to it. This attitude is an unfortunate survival of those stupid days when loafing was an essential in the make-up of an aristocrat, when to work or engage in business was a positive disqualification for social recognition. No gentleman really worked.

Today only those who work are gentlemen! The aristocrat today is not the man of birth but the man of brain or of brawn who perfects his life in toil and cleanses his heart in the crucible of whole-souled effort!

Every toiler is a knight-errant of civili-

zation and the jewels of his crown are the glistening beads of honest toil!

But the profession of business, unlike most other professions, has not yet found itself, has not yet discovered its soul! It is today, to a very large degree in matters of purpose and tendency, where it was a millennium ago. It is still a mere instrument for profiteering, for aggrandizement. It has not learnt its mission in life, the mission which it shares in common with all human professions—service.

Rotary Discovers Soul of Business

Now Rotary spells service. Rotary has found the soul of business and has discovered its mission. Rotary therefore elevates business to the dignity of a profession by interpreting business in terms of a service.

Rotary insists that the business of life is more important than the life of business; that business must serve the growing interests of life, but that life must never be made the handmaid of business.

Rotary moreover has taken the cold clay of business organization and breathed into it the breath of life. The soul of business is set afire. A new impulse, a new enthusiasm is vouchsafed unto it. Co-operation for mutual welfare becomes the keynote. Men no longer work as dull automata. Drudgery is banished. Apathetic compliance gives way to enthusiastic co-operation. The song returns to the lips of the toiler and the sunshine to his heart. Labor becomes service not servitude.

Rotary repeats in no uncertain terms the old, old truth that bonds will banish beggary but will not bring bliss, that happiness is attained by thoughts and acts which have no quoted value in the market place.

Rotary knows that it is easier by far to be a Midas, turning everything one touches into gold, than to be a Moses turning the bitter draughts of life into the sweet waters of contentment.

Rotary preaches the complete life, the well-rounded life, the life of many and varied interests. No Rotarian is primarily a business man. He is a man first. Business is his vocation. He has a multitude of absorbing interests, civic, political, literary.

Rotary is the deadly enemy of that prevailing spirit in the business world today which narrows man's soul to one function in life. God created *men*, not clerks or

cashiers or bank presidents, *men*, in His image, with souls capable of a thousand noble passions and aspirations. If business chills these noble passions in the human breast, if it prevents man's self-expression and self-realization in fullness and perfection, then business is an enemy of God.

Rotary asks for successful *men*, not for successful *business men*.

I knew a successful business man who was a most tragic *human failure*. He was a retired merchant. During his active days he was no different from thousands of other American business men who sell their birthright for a pottage of lentils.

Very early in life he became the slave of the exacting tyrant Success. He served him as no menial ever served a master. He laid at his feet his life and his love. He had friends, but the tyrant Success demanded all of his devotion. So he lost his friends. He loved literature but the tyrant Success demanded all of his time. So he gave up reading and study. He had dreams and aspirations but the tyrant Success never did look with favor upon dreams which have no local habitation and which cannot be coined into values current among the tradesmen! So he surrendered his cherished dreams and aspirations.

The Failure of a Success

And friendless, loveless, dreamless, he raced thru life, doing the bidding of his lord and master. In the rare moments of introspection with which he was sometimes blessed or cursed he would console himself with the thought that later on—later on when he should have amassed his fortune, when he should have become successful, he would retire and devote himself to the things for which he had craved in his youth—to his friends—his books—to his dreams.

The "later on" never came. He did grow rich. He did retire, but he retired to his sick-bed. He passed the years of his retirement, not in the pursuit of friends or literature but of health. And he was not only broken in body but harassed of soul as well. I knew that the thought that was uppermost in his mind at all times, that haunted him like a phantom spectre, was the great failure that he made of this life, the bankrupt that he was amidst success.

He had spent his life like a spendthrift.

He had gambled away the many precious moments of life which he could have filled with sweetness and light, for these last few years at the lag-end of his days of whose happiness he was at all times uncertain. He had sacrificed the substance of life for its shadow.

Rotary is philanthropy, not the philanthropy that builds libraries but the kind that builds souls. Philanthropy means love of man and Rotary loves man and believes in man. Rotary throws a ring of the living fire of love around all the sons of man and calls that ring the Brotherhood of Man. Rotary knows that men and women are not good or bad, but more fortunate or less fortunate, and that love makes all men fortunate. Rotary means the entwining of hearts, the grasping of

hands, the greeting that thrills one with new courage, the cheer that fellow travelers give on the Road of Life which makes one forget the stony way and the heavy load.

Brother Rotarians:—Ours is a noble organization. Its foundations are laid deep in the human heart and its pillars are of the enduring ideals of human life. We are especially favored men, for we have been given especial responsibilities. We live in an age teeming with problems and in cities teeming with opportunities for service.

We have much to build and much to destroy. Your affiliation with this organization is proof of your enlistment into the service of your city. You want to serve. May God prosper you in your noble wish.

Have You Any Objection?

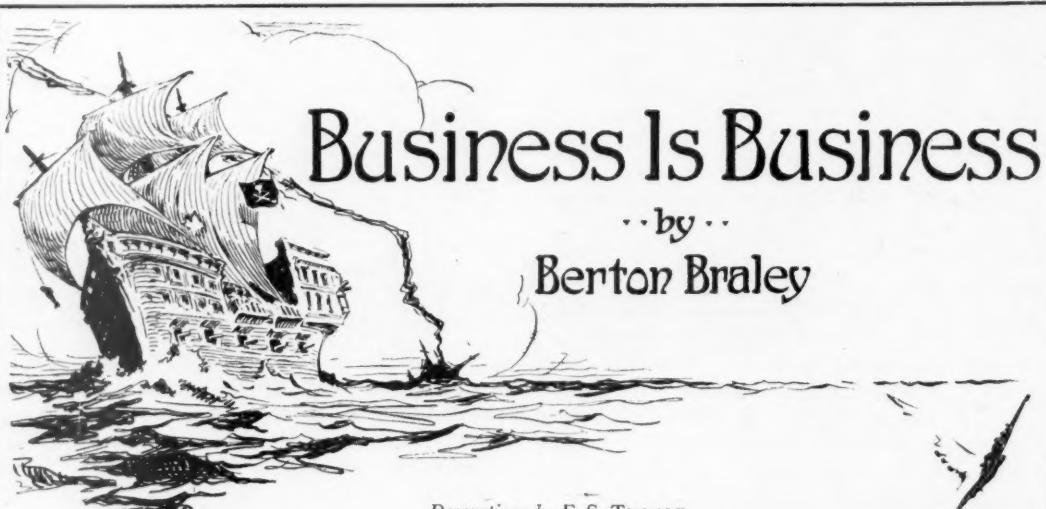
In view of the demand from some quarters that **THE ROTARIAN** shall become less amateurish and more of a "real" magazine it is proposed that the customary monthly contributions of approximately 20 pages of "News From The Clubs" shall be discontinued.

These communications from the clubs are now run under the subheads of "Convention Activities," "Civics & Charity," "Stunts & Social Events," "Inter-City Fellowship," "Miscellaneous."

The space thus gained is to be used for paid-for contributions from professional writers.

Is there any one who reads these items of news from the clubs?

Is there any one who has any objection to discontinuing them?



Business Is Business

...by...

Berton Braley

Decorations by F. S. TISDALE

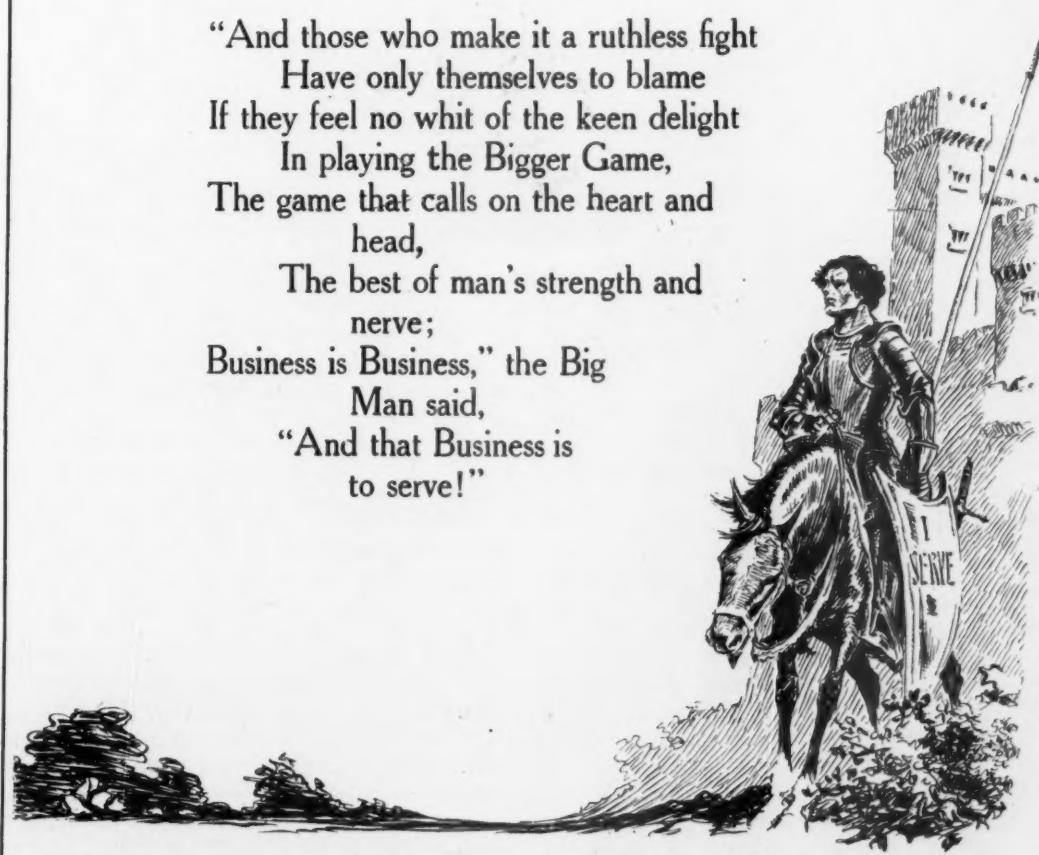
"Business is Business," the Little Man said,
"A battle where 'everything goes',
Where the only gospel is 'get ahead',
And never spare friends or foes,
'Slay or be slain,' is the slogan cold,
You must struggle and slash and tear,
For Business is Business, a fight for gold,
Where all that you do is fair!"

"Business is Business," the Big Man said,
"A battle to make of earth
A place to yield us more wine and bread
More pleasure and joy and mirth;
There are still some bandits and buccaneers
Who are jungle-bred beasts of trade,
But their number dwindles with passing years
And dead is the code they made!"

The above verses, which breathe the Spirit of Rotary, are reproduced from *The Nation's Business*, the monthly magazine of

“Business is Business,” the Big Man said,
“But it’s something that’s more, far more;
For it makes sweet gardens of deserts dead,
And cities it built now roar
Where once the deer and the gray wolf ran
From the pioneer’s swift advance;
Business is Magic that toils for man
Business is True Romance.

“And those who make it a ruthless fight
Have only themselves to blame
If they feel no whit of the keen delight
In playing the Bigger Game,
The game that calls on the heart and
head,
The best of man’s strength and
nerve;
Business is Business,” the Big
Man said,
“And that Business is
to serve!”



The Chamber of Commerce of the United States, a federation of commercial organizations devoted to the betterment of business

THE TRUTH ABOUT ADVERTISING



The Advertiser's Responsibility to Society

By R. R. Shuman, Rotary Club of Chicago, Ill.

President, Shuman Advertising Company

IDEEM it a signal honor to be permitted to write the opening chapter on "The Truth About Advertising." As a former member of the National Vigilance committee of the Associated Advertising Clubs of the World, I may be pardoned for leading this discussion from the standpoint of *Truth In Advertising*, before I touch upon the *Truth About Advertising*.

Every privilege carries with it a responsibility.

The privilege of being able to talk, thru the newspapers and magazines and other sources of distribution, to millions of people, carries with it the responsibility of playing fair with those millions.

This responsibility is borne, not alone by the advertiser whose name is signed to the announcement, but by the advertising agent who writes the copy and places the business and by the publication which prints the advertising.

The advertising agent is a guilty party to the crime of defrauding or misleading the public, who knowingly sends out to publications advertising copy which leaves the man who acts on the message worse off for having done so. And how can any advertising agent write good copy without knowing the merits or demerits of the goods?

Similarly the publisher—supposed to be a man of marked powers of analysis, and posted in the ways of the world—who accepts and prints advertising copy that carries with it the least doubt of honesty of purpose or performance, be-



R. R. Shuman

comes *particeps criminis* with the fraudulent advertiser and the conscienceless advertising agent.

It is a great pity that the daily newspaper publishers of the country, and particularly the publishers of the dailies in the smaller cities, should permit their newspapers to become messengers of ill to the subscribers and readers who support them.

Any publisher who prints advertising that promises to cure ailments known to be incurable, knows that he is defrauding his readers.

Any publisher who lends his columns to the exploitation of financial schemes which, from his worldly-wise vision, do not square with the truth, is virtually reaching into the pockets and the savings accounts of the readers who trust him; and he should be made responsible by law for his share in this sort of altogether too prevalent fraud.

What I have said about daily newspapers applies with even more force to the religious and the distinctive family weeklies, the women's papers and the monthly magazines. Yet all of these are still accepting advertising which they must know to be either absolutely fraudulent or certainly on the wrong side of the danger line.

This may seem to be a serious arraignment of advertisers, advertising agents and publishers, yet I am very glad to say that within the last five years all three of these elements in business publicity have cleaned house wonderfully; and I am equally glad to say that the house-cleaning impulse came from within and was largely voluntary.

It began in an effective way with the annual convention of the Associated Advertising Clubs of the World at Dallas, Texas, four years ago when George W. Coleman of Boston was president. Here the slogan of "Truth in advertising" was made the slogan of the entire association and the work of the Vigilance committee of the association, which theretofore had been a rather struggling and minor activity, was exalted to a point where it was given first place.

Then, at the next annual convention at Toronto, the one following at Baltimore and the last one at Philadelphia, successive steps of great importance were made, not only by the association at large but by the various subdivisions, each subdivision finally adopting a code of principles in which "Truth always" and "Service to the utmost" was a dominant chord. The publishers of newspapers, of magazines, of trade journals, of medical journals, the advertising agents and the various other subdivisions of the National Association all pledged themselves to use their utmost endeavors to exalt advertising so that society at large should be the beneficiary rather than the victim of the mighty force of business publicity.

Work for Rotary

But the millennium is still very far away and men of otherwise blameless lives are too often tempted to permit the exploitation of the public for their own financial gain even tho they may not be the direct perpetrators of the fraud. I know of no greater work for Rotary than for the association, officially if possible, unofficially if necessary, to throw its vast power and influence squarely on the side of honesty and uprightness and complete four squareness in all advertising. The Associated Advertising Clubs of the World will welcome such a powerful ally in its determined warfare for better advertising.

The power of any advertisement to convince the public is directly proportionate to the believeableness, not only of that one advertisement, but of all advertising.

The day when people would shrug their shoulders and say "Oh, that's only an ad" was a sad day indeed, for nothing worse could happen to any advertiser than to know that, however truthful his statements were, they would be discounted by the reading public.

I hold that a man's advertisement is

his signed contract with society to deliver exactly what he promises to deliver, full measure, without mental reservation; and that he should be held accountable in law for the validity and enforcement of such a contract.

The post office department is doing grand work in eliminating fraudulent advertising, but could be saved a vast amount of unnecessary labor by one simple congressional enactment to the effect that publications accepting fraudulent or misleading advertising would be barred from the mails, just as publications now are barred that undertake to print advertisements of a lottery or anything savoring of a lottery, however remotely.

We have laws to protect the physically weak from the unjust use of strength by the strong. Is it not equally just that law and custom and public opinion should protect the mentally simple from the superior cunning of the schemers who seek to defraud or injure by the misuse of the grand privilege of talking to millions thru the modern media of advertising?

The Truth About Advertising

A very large topic this, as it covers about the whole range of modern distribution. Let me therefore be content with setting down a few axioms.

1. Advertising is salesmanship applied to a multitude of prospective buyers, and that advertisement serves best that embodies in it the best salesmanship.
2. Advertising, by increasing output, reduces overhead and sales cost, and therefore, in a majority of cases, actually reduces the cost of the goods to the consumer.
3. Honest advertising is an honest pledge to the public on the part of the advertiser, that the goods or services he advertises are worthy of confidence. An ad is a promise to pay.
4. If a manufacturer makes ten brands of goods and advertises any one of the ten—choose that one—for you may be sure that he is putting into it every atom of value he can; it is his baby.
5. Study the financial page of newspapers and magazines and you will find that the industries that are steady dividend-payers, thru the lean as well as the fat years, are the ones that advertise boldly, persistently, unceasingly, nationally. They are big because they advertise. And conversely, the struggling little plants—

often signless—are little because they did not and do not advertise. There are just about enough exceptions to this rule to prove its almost universal truth.

6. Advertising is more than "Keeping your name before the people." It is—or should be—a systematic process of *educating* society to a firm conviction that its best interest lies in accepting the goods or proposition advertised. Its appeal is both to the reason and to the emotion.

7. Advertising is the greatest constructive force of modern civilization; without it society, as it now is, could not exist.

8. Advertising makes possible our modern newspapers and magazines—is the life-blood of thirty thousand publications in the United States alone, each one of which is, or should be, a force for society's good.

9. The United States Government can render no greater service to one hundred million people than by encouraging, with low postal rates, all good publications, and at the same time refusing this gift or subsidy to any and every publication that injures rather than benefits its readers, either thru its news pages or thru the kind of advertising that it accepts and prints.

INTERESTING FOREIGN CONSULS IN ROTARY

During the recent Fourth National Foreign Trade convention in Pittsburgh, attended by several Rotarians, advantage of the occasion was taken to endeavor to interest consular representatives to non-Rotary countries in Rotary. With the assistance of the Pittsburgh Rotarians, an interesting and helpful meeting was held as the result of the initiative of Rotarians G. L. Lewis of Toledo and G. C. Terrell of Grand Rapids, at which a number of consular representatives were present.

The meeting was informal. Talks about Rotary were made by: Stewart C. McFarland, governor of Rotary District No. 3; President B. K. Elliott of the Pittsburgh Rotary Club; Edwin May, past president of the Pittsburgh club; V. C. Jenkins, past president of the New York Rotary club; and Rotarians Terrell and Lewis. Other Rotarians who were present and participated were: S. M. Haslett of San Francisco; W. R. Lumry of Waterloo; Secretary J. O. Corbett of the Pittsburgh

club; C. H. Paulson of Pittsburgh; Thomas E. Doyle of Pittsburgh; D. F. O'Brien of East Orange, N. J.; W. M. Van Deusen of Newark, N. J.; F. C. Doeschner of Pittsburgh.

J. A. Smith, Consul General, Calcutta, India; F. W. Smith, American Consul for the Commissioner at Tiflis, Russia; and George C. Hanson, Consul at Swatow, China; each gave assurance of a desire to assist in any way possible in the spread of Rotary. A. T. Haeberle, American Consul at Pernambuco, Brazil, suggested that Rotary literature be prepared in the various languages and sent to the consuls, and also to the chambers of commerce in those countries. It was also suggested by Ralph J. Totten, American Consul General at Large for the District of Western Europe, that a letter be sent to all American Consuls telling them of the meeting.

Rotarian McFarland presided at the meeting and every Rotarian present felt that a great deal of good was accomplished.

A CODE TO LIVE AND DIE BY

At the 9th District Conference, Justice M. B. Rosenberry of the Wisconsin Supreme Court, delivered a great inspirational address on Rotary. In conclusion he made this significant conclusion:

"That man who, in everyday business life, lives up to the standards of Rotary, will not only have the greatest pleasure and satisfaction in this life, but when the veil parts and he is called from this planet to a higher and more complete existence he need not be afraid to die by the code by which he lived."

Forests and Industrial Development

By Hugh P. Baker, Dean State College of Forestry, Syracuse, N. Y.

FOR what each of you thought of the woods could be express in a sentence and I could give these sentences back to you, I am sure we would have a most interesting story of the relation of the woods—the forests—to the business and professional men of a community.

There is no doubt in my mind but that all of you turn to the woods for one reason or another during some one of the changing seasons of the year. Is it for recreation, for sport of various kinds, or just to be in the woods? Is it to bring back memories of the woods thru which you tramped as a boy or is it to renew yourself that you may do more effectively the service which you are emphasizing in your everyday life?

But I want to leave for the time the idea of the forest as a recreation place and have you think of our forests as an absolute necessity in American economic development.

Agriculture means more to us than it did a hundred years ago. We have developed a broad, effective definition which shows us that agriculture means more than the production of a crop of grain from the soil. It means as well the raising of food and draft animals; the manufacture of the crude products as in the dairy industry; and finally the marketing of the product.



Hugh P. Baker

Up to within the past 15 years the industry of the use of the forest was a nomadic one—we would clear the virgin forest to get at the soil or to develop our industries and then move on to the next section of virgin forest. The result of this use of forests has been not alone the uncovering of the soils which are valuable for agriculture, but the devastation of soils which should never lose their cover of forests.

As the result of education and investigation in forestry during the past 20 years, we have come squarely up against the proposition that when the states develop a forest policy they must define forestry just as broadly as agriculture is defined.

Forestry means not alone reforestation. It means, as well, the protection and utilization of the forest; the propagation of the animals of the forest and forest waters; and finally the marketing of the forest crop as in the case of agriculture.

Hand in hand these two great basic industries, agriculture and forestry, applied with common sense to our great wealth of soil, will come as near as man can come to the solution of the problem of using all of our soil rather than only half.

Because you have been hearing comparatively little of forestry possibly you conclude that forestry is a very new idea in



The results of reforestation in New York state. On the left is a 70-year old grove of natural pine; on the right is a 20-year old planted grove of pine. Photo by H. H. Tryon.



High school boys planting white pine on upland, sandy soils at Fort Edward. Thru the State College of Forestry, 22 schools planted over 30,000 trees last spring. The college has made Arbor Day mean a real Forest Day in New York.

America. On the contrary, some of the first rules and regulations made by the first settlers when they reached the new land were for the protection of the forests. In 1640, Exeter, which is now the State of New Hampshire, passed rules and regulations for the protection of her forests. In 1682 William Penn ordained that the grantee must keep one-sixth part of the land in forest. As early as 1783 every one of the Thirteen Colonies had forest fire laws.

Before 1800 the struggling little nation had appropriated some \$200,000 for the protection of live oak and red cedar lands in the South for the maintenance of the navy.

Possibly some are asking why Americans forgot those early rules and regulations.

The early settlers found, coming right down to the shores of the Atlantic, the finest forest that white men had ever seen or heard of. They came from countries in which the forests were already disappearing and therefore had nothing but the friendliest ideas of the forest.

When they settled they found that it was a tremendous struggle to clear away the forests that they might get at the soil. They found, at the same time, that the forest was filled with wild animals and wilder men and instead of a friend to be protected, the forest was in reality an enemy to be pushed away in front of them as they advanced into this new country.

Then Daniel Boone pushed over the Appalachians into the great Ohio valley and came back with stories of the wonderful hardwood forests to be found there, and the Jesuit Fathers, exploring in the northern lake regions wrote of the wonderful hardwood forests there. So, from the idea that the forest was an enemy to be gotten rid of as rapidly as possible, there developed the idea of the forest as an unlimited resource.

The result of working with these two ideas is the disappearance of the forest that once seemed illimitable. This is clearly shown in New York. Some 40 years ago New York led all states in the production of lumber. Today she is way down the list, somewhere about the 26th, and her annual cut of lumber is, in amount, equal only to the lumber used in the box board industry in the state. I do not mean that all timber cut in the state goes into the box board industry, but that the total annual cut of all soft woods and the hard



Man's effort to renew the forest in northern New York. A nursery of small pine and spruce, grown from seed; located at the Ranger School which is under the direction of the State College of Forestry at Syracuse.

woods combined, is equal only to what is used in making packing boxes and cases.

When the Dutch built the first sawmill in New Amsterdam in 1644, they began an industry which will be developed and fostered as an industry as long as New York remains a state. The industry of using the forest is of tremendous importance, not only because of the amount of wood used in other industries but because of the indirect values of the forest.

Statistics put out by the U. S. Census Bureau and by the State Conservation Commission show that of the 32 millions of acres of land area in New York, only about 15 millions are used today for agriculture.

In Pennsylvania out of 28 million acres they are farming but ten.

So I could go on thru the list of states. But the question is: Are Americans going to be content with securing an income from but half of the soil of a state like New York? Or less than a half of the soil of a state like Pennsylvania?

In Europe, on lands not nearly as well suited to the growing of forests as practically all American forest soil in New York, they are producing—or were before the war—from \$2 to \$6 per acre per year from their forest lands.

Is it not just good, common sense to take the 10 or 12 million acres of forest land in New York and cover it with protective forest from which may be secured as the years go by, one, two or three dollars per acre per year?

There is another consideration which is of prime importance in discussing the use of

fundamental wealth producers. The total of the state, county and municipal debts in New York is equal to \$40 for every acre of land, good and bad. Two years ago the legislature put on a direct tax of \$18,000,-000 and it is probable that the future will see a permanent direct tax. Nearly all of the American states and the National Government are turning right and left for funds with which to take care of the increasing cost of government.

Again I ask, is it not good, common sense to make a great fundamental wealth producer, such as the forest soil, share in the support of the commonwealth, rather than to leave it idle as so much of it is left today?

The direct return from the forest, in lumber and other forest products, is not the only thing in which I am interested. In fact, the indirect returns seem to many people to be of greater importance today than the direct returns. How much water are they using in Buffalo and where is that water coming from? Is it likely that New York City and the other cities of the State will decrease in population in the years to come and will therefore cut down the amount of water which they use? Already the great city of New York is reaching up thru the Catskills toward the Adirondacks for her water supply.

Americans are spending a vast sum of money in the development of the canal systems. How much are they spending in insuring a permanent supply for that system? Without forests we cannot have satisfactory supplies of water either for domestic or industrial use. The whole water supply question is connected vitally



Work of the lumbermen and the forest fire. This section was covered with a splendid virgin forest, careless use of which has produced serious results, especially in allowing the soil to be washed away. Taken in northern Pennsylvania by Hugh P. Baker.

with the forest question. These two questions cannot be solved separately.

Do I need to tell you that the covering of millions of acres of forest land will make it possible for the state to grow more and better game and that of all kinds? The question of producing game for commercial use has barely been touched upon in America. Possibly the use of the great forest areas for the production of game for the market would help solve the high cost of living problem.

Finally, I believe that the forests have a very direct moral influence. Do you appreciate that 40 cents out of every dollar appropriated by the legislature of New York is being expended for her penal and charitable institutions? Is there a better playground or a better hospital than our forests? Wouldn't it be good sense to begin years back of the prison and the institution for feeble minded, and so de-

velop our children that they will not become charges upon the state?

In the great cities there are hundreds of thousands of children and men and women down and out mentally and morally and physically. Get these people out into the woods for a few days or a few weeks each year, away from their depressing environment, and they will come back stronger in every way to meet more effectively the struggle of life.

Many of you will live to see the land covered with fine forests that will not only give direct returns in lumber and other forest products, but will help to conserve the water supply, will make a better place for fish and game and will finally develop such a playground and such an outdoor hospital for all the people that the country will be both a wealthier and a better place in which to live.

FIXING UP A COUNTY GOVERNMENT

From the Short Ballot Bulletin, New York, N. Y.

WHAT is probably the most modern far-reaching and thoro plan of simplified local government thus far put out, has recently been publisht by the City and County Government Association of Alameda County, California.

This county contains the cities of Oakland, Alameda and Berkeley, and eight other municipalities, together with a considerable area of unincorporated territory. It is one of those metropolitan districts which have grown together into a compact community, and in doing so has outgrown its governmental clothes.

Numerous offices overlap each other at various points, creating confusion, inefficiency and waste. The county government has been lost in the civic shuffle and, as everywhere else, has become the politicians' jungle.

Because of strong local pride, it has been impossible to create a complete consolidated city. Therefore a plan of federation has been worked out which permits the central county government to take over functions like police, fire and health matters, which are obviously common interests, while the boroughs (to consist of existing municipalities) will still control such local matters as streets and other public works.

The people of the city and county would also elect a mayor who would be a ceremonial head of the county and appoint the civil service commission and the auditor.

The head of the general administration of city-county and borough affairs would be the city-and-county manager, who would be selected by the city-and-county council. This officer would have the power of appointment of the various heads of departments, most of whom in the county government are now elective. Thus the ballot in the city of Oakland would be reduced from twenty-four offices to not over eight.

This plan in its essentials has been under contemplation by Alameda County for a long time. It is in fact a modification of proposals unofficially submitted from the Short Ballot Organization's office in 1912. This earlier plan suggested the federation idea, the transfer to the county of a number of functions exercised by the various municipalities and the county manager. Subsequently, thru initiative of the Tax Association of Alameda County, the constitution of California was so amended as to permit such a plan to be worked out.

A Rotary Visiting Housekeeper

By Fred L. Weede, Erie, Pa.

AN ALL the year round Christmas present to the poor of Erie is what the Rotary club of this thriving city on the Lakes calls its Visiting Housekeeper. She is Mary Harper—a mite of a Scotch lassie—but she has proved in her three months of work that her heart is extra large with sympathy and her tact is equalled only by her patience and optimism. Erie Rotarians think they have hit upon a movement of wider influence and service than anything they have heard about yet and want their fellow Rotarians to know just what the plan is.

The beginning of the idea is interesting. For two Christmases the club members carried baskets of provisions and food to assigned poor families. In summing up the experiences, which by the way did not end at the holiday season for most of them, the central thought seemed to be that there was a greater need for prevention than cure. And from the various suggestions offered, that of providing for the city a visiting housekeeper, was agreed upon.

Experienced Woman Sought

No mistake was made by getting an inexperienced woman. At last down in Cincinnati, was found the one who seemed to have the best training and recommendations. Miss Harper had had special courses in the University of Edinburgh, Scotland, amplified with a course in Home Economics at the University of Cincinnati, and enlarged with field work for the Anti-tuberculosis Society of that city. She had fitted herself for service in just these lines and while young in years, had by earnest work, proved her qualifications.

Having the proper person, the next move was to get a sphere of activity that would complement other organized work in the city. Therefore it was arranged that she should cooperate with the Associated Charities and get her cases from their list. This would prevent duplication and would supplement their work.

Her salary is paid by the Rotary club and was provided for in this manner: It was estimated that each club member spent at least five dollars on his Christmas basket and so the dues of the organization were

raised five dollars per year, the extra sum going into the housekeeping fund. Whatever deficit remains at the end of the year will be made up by an assessment and from the reports she has made to the club, and there is one each month, every member realizes that his individual contribution is the best money he ever invested.

What she has accomplished has been remarkable and the space at my disposal is much too limited to go into detail, altho it would be as interesting to other clubs seeking an avenue of community activity as it was to our own club. Just an outline for the information of other clubs is permissible.

She has, at the present time, in less than three months, about twenty-five cases on her list. One-half of these might be termed acute, where sickness, accidents, desertion, or widowhood made the families de-



Miss Mary Harper, employed by the Rotary Club of Erie (Pa.), as visiting housekeeper, to assist the poor to become self-supporting.

pendent. The others she terms simply "bad management." During the month of December she made 197 calls in person and saw a number at the office and answered and sent 140 telephone calls. In January the numbers of all these activities have been larger.

Miss Harper gives intensified service. She follows up to see that her suggestions are fully understood and carried out. And it is not kid glove service she gives either. She takes off her coat, rolls up her sleeves, and gets down on her knees, when that is necessary, and demonstrates the proper way to scrub a floor. She helps prepare the meals, washes the babies, tidies the house, makes the beds, cuts out and sews the children's dresses, goes out to the stores and shows her pupils how to market or shop.

She demonstrates how the clothing of the older children can be transformed into garments for the younger at a great saving; prepares tasty meals to show that cheaper food can taste as well, or better, than the more expensive. She shows how to make a dollar purchase the most nourishing food, or the most substantial clothing. She demonstrates how cleanliness in surroundings and in person will save doctor bills. She awakens ambitions that either never existed or have been dead for years, and mothers, once content with just living, are now taking pride in their homes. And her influence has not been confined to the mothers, but the children have been encouraged to take better care of themselves and the fathers have been brought to a realization of the true mean-

ing of a home and are fired with a new spirit of helpfulness.

Secretary Kelly of the Associated Charities tells me that the changes she has brought about in many homes is wonderful. More than half the cases she has taken have been raised in less than two months from the partially dependent to the self-supporting. This is due to the economies she has taught and the fact that the incomes are now made to go farther because of correct purchasing of food and clothing. He also says that her suggestions and influence have proved a wonderful stimulus to the other workers in his department.

Her work has stimulated also the Housewives League of the city and they are making an effective campaign in household economies in many homes in the city that do not need the services of Miss Harper. Report of her work reached the ears of the local committee having charge of the state fund for dependent mothers and at their request she has added to her list the homes where they give assistance, thus making the funds of the state for this purpose go much farther.

And all this, and more, has been accomplished in less than three months. No wonder that the Erie Rotarians are enthusiastic over the plan and think they have hit upon one of the best solutions of the ever-present question of reducing poverty and elevating the dependent families in the community to the plane of self-support. Erie recommends this form of community service to Rotarians everywhere.

Tomorrow!

It may be that you won't be here
 Tomorrow;
 You may be cold upon your bier
 Tomorrow;
 The friend you mean to help some day
 When you have time, may go away;
 Where he will be, you cannot say,
 Tomorrow.

It may be you will busier be tomorrow;
 He may not need your sympathy
 Tomorrow;
 Uncertain is this life we lead,
 And none can tell just who will need
 The kindly word or kindly deed
 Tomorrow.

Be kind today; don't wait until
 Tomorrow;
 With helpfulness let others fill
 Tomorrow;
 Do all that you can do today
 To scatter joys along the way;
 For help you may beseech and pray
 Tomorrow.

—Borrowed.

Read This Program—and Make Plans to Attend Atlanta Convention

The following is an outline of the principal features of the program for the 1917 convention of the International Association of Rotary Clubs, to be held at Atlanta, Ga. This much information has been secured from the committee on program: Frank L. Mulholland, chairman, Toledo; W. D. Biggers, Detroit; William S. Essick, Harrisburg; G. Otis Mead, Roanoke; F. C. Schram, Salt Lake City. Further announcements regarding the program will be made in subsequent issues of this magazine, and the printed program will be ready for distribution at Atlanta.

SUNDAY, JUNE 17—THE DAY OF ARRIVAL

Reception and registration; sermons in churches; in the afternoon an outdoor meeting in Piedmont Park open to the public; Sunday evening nothing is scheduled.

MONDAY, JUNE 18—A DAY OF ORGANIZATION

Monday Forenoon:

President's address; presentation of officers; reports of committees.

Monday Afternoon:

Meetings of Round Tables (past International presidents to serve as conveners) each Round Table to consider one of the following subjects:

Classifications in Rotary.

Enlightment of non-Rotarians as to Rotary.

Community Service.

Work Among the Boys.

Club Publications.

2 P. M.—Ladies' Party.

7 P. M.—Mammoth Lawn Party for everybody.

TUESDAY, JUNE 19—A DAY OF INSPIRATION

Tuesday Forenoon:

Call to order at 9 A. M.

Invocation.

How Rotary Clubs Have Exemplified the Spirit of Service—

(a) In the Application of Rotary Fellowship to Our Community Life.

(b) In Arousing a Community to Its Civic Responsibilities.

(c) In the Work of Making "The City Beautiful."

- (d) In Our Work With the Boys.
- (e) In the Creation of Public Sentiment to Demand and Construct Public Highways.
- (f) In the Development of Our Tributary Farming Territory.
- (g) In the Establishment of "Vacant Lot Gardening."
- (h) In the Spreading of Christmas Cheer Among the Unfortunate.
- (i) In Encouraging Efficient Stock Breeding in Our Rural Districts.
- (j) In Aiding the Boy Scout Movement.
- (k) In Producing Better Home Conditions thru Maintaining a Visiting Housekeeper.
- (l) In the Organization of Training Classes for Office Assistants and Junior Clerks.
- (m) In the Erection of Street Signs in Our Home Town.
- (n) In the Organization of "The Boys' Pig Club."
- (o) In the Correction of Deformities Among the Crippled Children of the Poor.

11:00 A. M.—*A Vision of the Rotary of Tomorrow*—An Address by **Edward King** of Tacoma, Washington.

11:20 A. M.—*Service—A World Force*—An Address by **Dr. James A. MacDonald**, Editor of *The Toronto Globe*, Toronto, Canada.

12:30 P. M.—Recess.

Tuesday Afternoon:

2:00 P. M.—Ladies' Party—Druid Hills Golf Club.

Tuesday Afternoon—Continued:

2:00 P. M.—*Meetings of the Trades and Professions.* These meetings are to commence at 2 o'clock and continue at the pleasure of those present at the respective meetings. No other business or entertainment is scheduled.

Tuesday Evening:

7:00 P. M.—Dinner to International officers, district governors, distinguished guests and ladies.

9:00 P. M.—President's Reception and Ball at the Auditorium.

WEDNESDAY, JUNE 20—A DAY OF EDUCATION**Wednesday Forenoon:**

9:00 A. M.—Call to order.
Invocation.

9:05 A. M.—Nomination of Officers for the International Association of Rotary Clubs.

9:30 A. M.—Rotary's Program of Educational Work.

(a) *The Education of Rotarians as to Rotary*—An Address by **Dr. Hugh P. Baker** (Dean of the New York State College of Forestry), chairman of the committee on philosophy and education, supplementing the report of his committee.

(b) Report from the Round Table on "Enlightment of non-Rotarians as to Rotary," by **Past International President Russell F. Greiner**, convener.

(c) Submission of Resolutions relating to Rotary Program of Education—**R. A. McDowell**, chairman of the resolutions committee.

(d) General discussion and action on the resolutions.

10:30 A. M.—Report of Resolutions Committee.

11:00 A. M.—Address by some eminent business man.

Wednesday Afternoon:

2:00 P. M.—Meetings of Secretaries' Round Tables.

Note—The Secretaries' Round Tables will consider the report of the Committee on Standardizing the Club Roster.

2:00 P. M.—*Frolix of 1917*—The afternoon and evening will be given over to the carnival at Lakewood (the South Eastern Fair Grounds).

THURSDAY, JUNE 21—A DAY OF APPLICATION**Thursday Forenoon:**

8:30 A. M.—Balloting for Election of Officers.

9:30 A. M.—Call to Order.
Invocation.

Report of Resolutions Committee.

Report of Committee on Constitution.

Report of Committee on Standard Constitution and Model By-Laws for Local Clubs.

Address—by **James W. Elliott** of New York City, *Subject: The Fine Art of Selling—Yourself.*

Thursday Afternoon:

2:00 P. M.—Call to Order.

2:05 P. M.—Report of Round Table on Classifications in Rotary by **Past International President Glenn C. Mead**, convener; general discussion to follow.

2:30 P. M.—Report of Round Table on Community Service by **Immediate Past International President Allen D. Albert**, convener; general discussion to follow.

3:00 P. M.—*Experience Meeting*—From this hour until recess any delegate, upon securing the floor, will be given three minutes to talk on any subject relative to Rotary. The time rule will be strictly enforced. If you have a message, an experience, a prophecy or a dream, let us have it in just three minutes.

Thursday Evening:

4:30 P. M.—Ladies' Party—East Lake Country Club.

8:00 P. M.—*Inauguration at Auditorium.*

An hour of music.

Farewell of retiring officers.

Inauguration of new officers.

Inaugural talks.

Presentation of cups and prizes.

Adjournment of convention.

Informal dancing. *Auld Lang Syne.*

International Rotary in Havana

By Allen D. Albert, Immediate Past President, I. A. of R. C.



Speakers' Table at Banquet given by Havana Rotarians to International Officers. International President Klumph is reading his address. At his right hand is President Rene Berndes of the Havana club. International Secretary Perry is at the left end; and Immediate Past International President Albert is at the right end.

THE windows of the Rotary hotel in Havana look out upon a street like a courtway in the Alhambra. The buildings are white, and ivory-cream, and faint blue. Across their Moorish fronts in the early morning fall shadows deep as the shadows of moonlight. In the background a boulevard lifts curved palm branches in silhouette against the sky. We were in fairyland. The love of romance that is in every man's soul made us smile with happiness.

Three or four stories we ascended. Spanish waiters led the way across the roof to a table next the parapet. And we looked out on the pearl among the cities!

I had not known Havana was glistening white. I had not known it shone in the sunlight with an iridescence like the lining of a seashell. I had not known the Atlantic on which it looks so calmly was bluer than the turquoise. I had not known that all my dreams of the Holy Land could be made more vivid here.

In our brief stay Havana colored our lives forever. For it gave us a new memory-treasure of beauty, a new experience in courtly hospitality, a new horizon for the Rotary that had taken us there and had thus put us still more in its debt.

The International Board is establishing a custom of meeting once each year beyond the boundaries of the United States. Last year this session was held in Toronto; and the broader understanding of the international character of Rotary induced by that meeting sealed permanently the value of the policy. This year President Klumph selected Havana, with the cordial approval of the Canadian clubs as expressed by Vice-President Pidgeon and, as now appears, to the unquestioned benefit of Rotary.

Meeting in Atlanta

Thru two days the Board sat in Atlanta, having come together in Cincinnati with Past-President Mulholland and been in session all waking hours of the journey southward. The entertainment in Atlanta took what moments were left after long hours of working upon the program of the forthcoming convention; and no Rotarians in the world could have been more sincerely acquiescent, tho beautiful luncheons and dinners waited on and on. The Board invited Chairman Adams and his associates of the executive committee to sit with it. With Past President Mulholland present as chairman of the committee on the convention program the progress made was altogether gratifying.

Saturday night the party moved on to Jacksonville. The Sunday that followed seemed so picturesque and the hospitality of the Jacksonville Rotarians and their ladies was so charming, more than one of us feared not even Cuba could have so much interest. But Cuba was to prove herself no less cordial than Florida. We had barely finished breakfast and were looking out upon the keys of the East Coast when there appeared a gentleman to whom we were to become obligated for much courtesy—Rotarian Elgin Curry of Havana, general passenger agent of the P. & O. steamship company, the deputy chosen by his club to escort the President and his companions thru the remainder of their journey.

Key West sent off the "Maimi" and its Rotary passengers with the heartiest of farewells, tho President Warren and his fellows saw their beautiful program of entertainment swallowed up in waiting for a train that was hours late. The Havana club had decorated a launch with which to meet the Miami. The ship had added the Rotary flag to its equipment of decorations. And we were not only late but caught in the rain!

Who would have minded being late, or the driving rain, or even missing such a landing in such a launch, when he walked out of the hurly-burly of the dock into the arms of such Rotarians? President Bernades, Secretary Hoffman, and more than a dozen others had been waiting for hours. They had gone for their dinners in relays lest the boat come and they not be there.

The Havana Rotary Club

Thru the next two days the Board and the officers of the Havana Club sat together. The time was spent largely upon informal discussion of problems with the result that each group came into an understanding of the perplexities and the spirit of the other. Readers of THE ROTARIAN will desire to know the calibre and the quality of the Havana club as disclosed in these discussions.

Like all the clubs organized last year, that in Havana has not desired to grow in numbers rapidly. It has at this writing less than 100 members. These have been chosen according to the excellent test of responsiveness to Rotary ideals, commercial standing and personal acceptability. They constitute a group of the most progressive commercial factors of Cuba. They

make a company of the most pronounced congeniality. They are manifestly the one body in Havana which the public associates readily with organized strength for civic development.

Somewhat less than half the membership is American or English. Somewhat less than a score of the men do not speak English. All speak Spanish and Spanish is the official tongue of Rotary in Cuba.

Of fundamentals to Rotary, as the Havana understanding revealed itself to us, there were but three:

Exclusive representation; the development of larger personal capability for service; and an organization of leadership in civics.

Their problems of membership were substantially like those of the Minneapolis club. Their methods for developing personal capability were not less clear than those of the Chicago club. But in the field of leadership in civics it is not too much to say that they have gone far beyond either of the two American groups cited for illustration, have gone well toward the front of all the clubs in the wide circle of Rotary.

What Club Has Done

They are personally so completely aloof from political controversy and partisanship that their endorsement of a public movement identifies it to the public mind as independent of political faction.

But this leadership in civics is not wholly the product of the member's high standing. It is in part also the reward of a Rotary ideal clearly perceived at the outset and kept steadily in focus. From Rotarians Turner and Cuesta of Tampa, from the Rotary publications early put into the hands of these Rotarians of Havana, from the report brought back by Secretary Hoffman after the Cincinnati convention, Rotary appeared as "unselfishness made practical thru service."

On this base, the Rotary structure in Havana was builded.

The Rotary Club of Havana has obtained the establishment of traffic laws for its city. It maintains a tourist bureau which, quite free of charge, stands as the English-speaking friend to the tourist. It is developing one of the few genuinely comprehensive city plans in all the world. Here is the remarkable platform and program of civic enterprise prepared for this club by Rotarian Dr. Carlos Alzugaray

and adopted after a real discussion:

Civic Program of Club

First: To acquire for the city the surrounding heights, the banks of the Almendares River and the rest of the lands which on account of their location may be suitable for parks and other public uses.

Second: To acquire also suitable grounds in the most populated districts with the object of dedicating them to the public as playgrounds, gymnasias and bathing places and especially to set apart for such purposes the grounds now owned by the city.

Third: To accomplish the elimination of all grade crossings now within the city.

Fourth: To lay out a complete system of boulevards and avenues which will connect the various suburbs and parks with each other, including a system of several diagonal avenues and one or two encircling boulevards.

Fifth: To bring about the substitution of durable materials for those made use of by the old method of procedure in the construction and repairing of streets and highways and especially so in regard to all roads leading into the city.

Sixth: To procure the removal of all wires, posts and obstructions from the streets, sidewalks and entrances.

Seventh: To bring about the installation of a more artistic and efficient system of street lamps and electric lights in the matter of public lighting.

Eighth: To make prominent the study of the city's internal development and to recommend to Congress the most advantageous plan for securing it.

Ninth: To study out an improved system of hygienic houses, comfortable and of small cost, for laborers and persons of small means and to recommend the best way of putting the system into operation.

Tenth: To regulate in the most satisfactory manner the traffic in the city of Havana by establishing a system of traffic movement in one direction only during the entire day or during specified hours in the narrow streets; a rotatory system of traffic to go on thru Central Park, Glorieta del Malecon, Maceo Park and on thru the rest of the places where it is advisable and possible; and to prohibit the automobile traffic in streets that are narrow and have tramways and no sidewalks such as Chacon, Empedrado, on account of the danger to those on foot.

Men so seriously minded might be excused if they contemned mere entertainment in Rotary. This they do. Our use of first names will not come easily to our brothers south of the Caribbean. They would not even comprehend some of the elaborate buffoonery of Rotary sessions in certain American cities. They love good humor and railing as much as any of us, but they keep watch upon it that it shall not lead to loss of Rotary leadership in the causes they regard so jealously.

The dinner given to the International representatives thus differed in partic-

ulars from any corresponding entertainment in the British Isles or on the American continent. The Yacht Club, with its almost ravishingly lovely setting, was given over to it exclusively. The space enclosed by the table was filled with rare roses. The flags hanging everywhere were of silk. Contrary to Rotary's usual custom, wine was served, as at the houses of these same hosts. The only fun was provided in badinage at the tables.

While President Klumph was speaking, President Berndes followed the text of a translation into Spanish; and out of a mature lifetime of attendance upon public meetings I have known few situations of such psychological fascination as seeing the same men lift to the same responsiveness twice for the same address, once while Mr. Klumph was speaking in English and once while Mr. Berndes was translating in Spanish. We who came from the English-speaking clubs will be pardoned a little pride as we recall our Secretary reading his address to these brothers of Cuba in the official language of their club.

What of International Rotary thru their eyes? Do they think the movement inherently valuable to Latin America?

In my own experience, and I have no doubt in the experience of each of the other visitors, this subject came into every conversation, whether at a charming party given at the Opera, or at the races, or at luncheon with President Berndes, or in the National City Bank with Secretary Hoffman. The answer is not easy to state.

Eyes Turned to Spain

They are not looking southward. They are looking toward the East. They seem to expect Rotary to bind together men of their own kind in Cuba, first. They expect it to cross the Atlantic to Spain.

They will attend the convention in Atlanta in numbers relatively as great as any other club will present. They will give of loyal support to the Association which carried Rotary to the Cuba they love so whole-heartedly. They will be willing spokesmen for Rotary to any other country in the wide, wide world.

But they hardly dare hope any other people will hold it so affectionately to the soul as their own. They have the altogether human feeling that folk of their own blood will understand it best.

How like the rest of us, after all!

Kansas City (Mo.) Raises Entrance Fee to \$50

By F. M. Staker, Kansas City (Mo.) Club Correspondent



F. M. Staker

(The writer modestly admits that this situation is not inconsistent, as membership in the Kansas City (Mo.) club is *worth* more than in any other.)

From the arguments advanced, pro and con, on this question, I have culled a few points which may be of interest to Rotary in general.

It was objected that raising the fee might exclude some worthy candidates. Discussion lead to the conclusion that if an additional \$25 would bar a prospect, he probably is not prepared to assume the extra financial calls which would come to him as a Rotarian. It is a mistake to offer one a privilege which he cannot afford.

Rotary presumes to select the representative man in his business or profession. Surely a matter of \$25 will not prove a barrier to such a man. Will it not, on the other hand, make him look with the more interest upon an organization which places a high value upon itself?

Furthermore, the general weal of Rotary

THE long-mooted question of increasing the entrance fee in Kansas City (Mo.) Rotary was recently settled by an unanimous affirmative vote.

This action is worthy of more than passing consideration for the reason that the former fee of \$25 was doubled, making entrance into Rotary more expensive here than in any other club in the Association.

is to be placed above the interest of any prospective member. A Rotarian knows that on Thursday noon he will sit with a group of men who think his own kind of big, constructive, broad-gauged thoughts. The community of interest with men of his own calibre is a source of anticipation from one Thursday to the next. Because it is composed of representative men and leaders, the club has become one of the most potent civic agencies in the community. Rotary, therefore, does not assume a selfish position by raising its standard of value, even tho some individual hardships may result.

What will be the effect upon our present members? We believe we will better appreciate a membership, which if lost, would cost us fifty dollars to regain. Years ago, our charter members paid a whole dollar to join the club. Not one of them would lose his privilege for a hundred.

As a stimulus to improve the attendance record of our dilatory members, it is hoped the raising of the entrance fee will impress upon them the value of the thing they are jeopardizing by non-attendance.

This action was taken on January 4th, when our enrollment was 299. Three weeks later, we admitted member number 300 and there were 9 new proposals on file.

Even tho our rate of increase in membership should be lessened, the opinion is general that the loss would be compensated by the opportunity to knit a closer acquaintance between our old members and the later arrivals.

This move was not made without due deliberation and we feel that Rotary is now a more coveted privilege in Kansas City than before.

Giving and Getting



WANT to tell you that the Rotarian here, there and everywhere, who has the ideal of doing something for the other fellow each day will reap tremendous rewards unto himself, but the Rotarian who has the idea of each day getting something from the other fellow will find that he gets very little out of Rotary, and absolutely nothing out of life. The great purpose of our organization is to put into the minds of men that you cannot get something for nothing; that you and I succeed proportionately as we contribute toward the others' success. The man who wants to get everything to himself gets nothing, while the man in Rotary who gives liberally of his own time and talents, gets abundantly.—*Frank L. Mulholland, Past President International Association of Rotary Clubs.*

The Rotary District Conferences

Several successful district conferences were held during the month of February altho reports from all of them have not been received. Others were scheduled for March.

DISTRICT NO. 9

SUPERIOR was indeed proud and highly honored in playing host to the eleven clubs of District No. 9 at the conference on Washington's birthday. The district has 1,061 Rotarians in eleven cities in three states. At the conference there were 172 registered and each city was represented, except two. Superior had a 100 per cent registration, a feat which had not before then been equalled at a district conference.

We were disappointed because, at the last minute, Allen D. Albert was prevented from being with us, but the conference was a wonderful success—even without him.

The following resolutions were adopted:

Concurring in the recommendation that the International constitution be amended to provide that wherever a district conference is held such conference shall be empowered to nominate the district's candidate for the office of district governor, whose name shall thereupon be placed upon the ballot for election by the International convention.

That the committee on constitution for the 1917 convention be requested to prepare an amendment to the International constitution providing for the holding of a conference of the Rotary clubs in each district.

That the next annual conference of District No. 9 be held within the last week in April, 1918.

That the clubs of District No. 9 recommend that the expenses of the district governors to and from the International conventions be paid out of the treasury of the International Association, and that the per capita tax be increased, if necessary, to meet this expenditure.

That it is the sense of the Ninth District clubs that it shall be the duty of each governor to visit each club within his district at least once in each year, and that the expenses of such visits shall be borne by the club so visited.

SeCheverell for Governor

The invitation from Minneapolis for the next meeting place of the district conference was accepted.

S. D. SeCheverell of Superior was nominated for the next governor of District No. 9.

After an interesting discussion of the subject "THE ROTARIAN, ITS MISSION, DOES IT FULFILL IT," a resolution was adopted suggesting that the magazine pay a small fee for articles contributed, so that the editors might feel perfectly free to accept or reject any contribution without stirring up any ill feeling.

District Governor Mackintosh presided at the conference, Olaf Johnson, president of the Superior club, delivering the address of welcome.

After a very busy morning session, there was

an enjoyable luncheon. Various clubs demonstrated their methods of introducing new members. *The Superior Telegram* presented each Rotarian with a special Rotary edition of the newspaper.

Each Rotarian was given a card on which to write his definition of Rotary. These cards were read at the afternoon session by Ernest Pearse of Marquette and proved interesting and instructive.

The afternoon session was taken up with the reading and discussion of papers on different subjects. Rotarian Filiatrault gave a splendid talk on "Shall there be an Endowment Fund Used for Extension and Educational Work in Rotary." A paper, "The Value of Trade Sections in International Rotary," was read by C. L. Wildner, secretary of the Real Estate section in International Rotary.

The Rotarian who was to speak on "The International Convention, its Importance and How to Stimulate Attendance," was detained by illness, and instead of the paper each club was called upon to tell what had been done to stimulate attendance at Atlanta. All the clubs agreed to appoint On-to-Atlanta Committees immediately if they had not already done so. A resolution was adopted appointing the chairmen of these committees as members of a special committee to get the delegations from the clubs of District No. 9 to go to Atlanta as "Ninth District" and that the governor appoint one of these men as chairman of the special committee.

Rotary in Civic Affairs

The discussion of the subject "Rotary Activities in Civic Affairs," brought out a mass of interesting information. Each club gave an account of its activities along this line and the aggregate was quite imposing.

A banquet in the evening concluded the conference. The Minneapolis club was awarded the attendance trophy offered by the Superior Rotarians for the club having the best attendance, figured on a mileage basis, the silver cup to become the permanent property of the club winning it two consecutive years.

Justice M. B. Rosenberry of Madison, member of the State Supreme Court, held the Rotarians "spellbound" with his wonderful address "The Expression of Rotary in Business Affairs." His talk made a vivid impression and Superior Rotarians will print it in pamphlet form and send copies to each club in the district.

Then came the "stunts." There were so many good ones that the Superior committee, instead of awarding one prize for the best, awarded a prize to each club.

After singing "America" and "The Star Spangled Banner," final farewells were said, and each agreed that the conference would go down as history in District No. 9 as the BEST.—C. L. Wildner, Superior.

DISTRICT NO. 17

DELEGATES from Brantford, Hamilton, London, Montreal and Toronto attended the conference of Rotary District No. 17 held at London, Ontario, February 26. A very helpful meeting was held, with District Governor Bruce A. Carey of Hamilton, presiding.

After the reading of several communications and reports of the standing committees, the conference resolved itself into a committee of the whole and discuss a number of important questions.

A committee reported that the language to be used in the meetings of Rotary clubs being organized in the province of Quebec, at Quebec, Three Rivers and Sherbrooke, is not a matter for the district conference to decide, but is a local problem. The report was accepted and the committee was continued.

The On-to-Atlanta committee suggested that the delegations from the different clubs attend the convention together. A standing committee was named to map out the plan to be followed by the delegates.

The Special Service committee work of the clubs was explained. Hamilton has a committee of thirteen men, each of whom serves in turn as chairman of the Service committee chosen from the members and named two weeks in advance. London works on the same plan except that each committee serves for one month. Toronto has a committee divided into four sections, each of which serves three months. Montreal has a committee which serves for the entire year.

A committee consisting of the presidents of the clubs, with President Brigden of Toronto as chairman, was appointed to map out a program of inter-city visits. Attention was called to the duty of Rotarians when in other cities to visit the Rotary clubs. It was recommended that members be given credit by their home clubs for attendance at meetings in other cities.

There was an interesting discussion of the various methods used by the clubs to promote acquaintance between members.

Rotarian Russell T. Kelley of Hamilton was requested to outline his plan for testing prospective Rotary members to ascertain their interest in the public welfare and submit it for consideration at the proper Round Table at the Atlanta Convention.

A motion was carried to the effect that the district is in sympathy with the movement to retain past International presidents in Rotary as an advisory committee, but that the delegates reserve the right to vote for or against the plan after hearing both sides of the question discuss at the Atlanta convention.

A resolution was adopted approving an address on "Vocational Training" and that a synopsis of it be forwarded to the clubs in the district for their endorsement.

The name of William Martin of London, will be submitted as candidate for governor of District No. 17 at the Atlanta Convention, according to a motion adopted.

It was moved that Rotarian R. J. Copeland of Toronto be nominated for International Vice-President at the convention.

The conference closed with a delightful ban-

quet in the evening, and a hearty vote of thanks to the London Rotary Club and its president.

DISTRICT NO. 18

THE first conference to be held in District No. 18 was held at Winnipeg, Saturday, February 3. The geographical difficulties of the district were augmented by unfortunate weather conditions, and the hand of Fate interfered with sickness, with the result that only two of the six clubs were represented—Vancouver and Winnipeg. At the last minute, Rotarian Hutchinson of Edmonton was called away from Winnipeg on urgent business. Rotarian Hare, president of the Moose Jaw club, was on a train that was seven hours late in reaching Winnipeg. Rotarian MacFarlane of Vancouver was confined to his hotel room in Winnipeg by sickness.

International Vice-President Pidgeon praised the work of District Governor Campbell in the face of great obstacles. He pointed out that the next International convention would discuss the question of how the districts should be financed; he mentioned the fact that District No. 13 had recommended a per capita assessment of 50 cents per members on the clubs in the district, while District No. 10 was suggesting that the expenses of the district governors be paid by the International Association and that the International per capita tax be raised, if necessary, to meet the added expense. Rotarian Pidgeon gave us a wonderfully helpful talk.

The conference adopted a resolution favoring the payment of the expenses of the district governors by the International Association and the increase of the per capita tax if that should be necessary.

There was an interesting discussion as to whether the International constitution should be amended to provide for the nomination of candidates for district governors at the district conferences, but no definite action was taken by the conference.

Another interesting discussion followed on the method of selecting the International Convention City. Some were in favor of having the city selected by the convention instead of by the International directors. Both sides of the question were ably presented. A resolution was adopted recommending an amendment to the International constitution providing that any city might be placed in nomination as a candidate for entertaining the International convention, and voted upon by the delegates, and that from the three cities receiving the largest number of votes, one should be chosen by the board of directors, and that there should be no canvassing of any description on the part of any club.

Rotarian Wiggins of Winnipeg read a paper urging the advisability of local club publications and analyzing the conditions in District No. 18. Only two clubs in the district, Calgary and Victoria, now have club publications.

The question of the selection of club members was dealt with by District Governor Campbell in an exhaustive manner.

A complimentary luncheon to the visiting delegates was given by the Winnipeg Rotarians. This was followed by the business session and a dinner at the Fort Garry hotel.—*Chas. S. Wiggins, Winnipeg.*

NORTHWEST CLUBS

A conference of the Rotary clubs in the northwestern part of the United States and Southwestern part of Canada was held at Vancouver, February 24 and 25. It was most successful. The clubs represented were Edmonton, Calgary, Vancouver, Victoria, Portland, Ore., Everett, Seattle, Tacoma and Spokane.

A resolution was adopted urging the International Association to create a fund to be used for defraying the expenses of the district governors, this fund to be put in the budget on the present basis of payment, or to be raised by an additional assessment upon all the clubs in the Association.

The conference felt that the district governor is an International officer and that his presence should be required at conferences and International conventions, and, therefore, that his expenses should be borne by all the clubs alike.

PIDGEON'S MID-WESTERN TRIP

Third Vice-President E. Leslie Pidgeon of Winnipeg, reports that his recent trip to several Rotary Clubs in the mid-western section of the United States was very successful. He says:

Thursday, January 25, I visited the Rotary Club of Kansas City, Mo., the club of our beloved past president, Russell Greiner. There I faced the largest gathering of my Rotary experience for a club meeting where ladies were not present. Two hundred and eight was the number present. This is a good club. They entertained me so delightfully that details are impossible within the scope of this report.

Saturday evening, January 27, I was entertained by the Rotary Club of Waterloo. Ladies and gentlemen were present. In addition to their own members, a large number of visitors from neighboring cities were present. My invitation to Waterloo was unique. I first

received a communication from the president, and then forty-five individual letters from club members. Nothing was forgotten which could make my visit pleasant.

Then came the conference at Sioux City of District No. 10. Without exception, this was the finest Rotary gathering I have attended. There was a good attendance, but the distinctive feature was the high note that was struck in the discussion of business and in the formal addresses. The program was excellently chosen. Every subject was of importance to the community. I have seldom listened to speeches and discussions with such delight as I did on Monday afternoon. Tenth District, in tackling the real problem of Rotary and education in its highest principles, has passed beyond my highest hopes. In fact the conference touched and sustained the highest note in my experience of Rotary gatherings.

Thursday of that week I was royally introduced by the Rotary Club of Lincoln. There were two hundred and ten present at a noon luncheon. This was another record, surpassing Kansas City by two. Henry Porter and his good supporters have left me without adjectives to describe their kindness. This certainly is a club that is alive and I feel that Rotary is as safe in the hands of these men, as in Lincoln's whose name their city has.

Leaving Lincoln I had three hours to spend in Omaha and the directors of the Rotary club there were kind enough to meet and entertain me at dinner.

I reached Saint Paul at noon Wednesday and was met by a number of Rotarians who took me to a luncheon at the Woman's Rotary Club, which I address. I was quite impressed with the enthusiasm and purposes of this club. I really believe it points to future development in Rotary.

This is just a brief outline of the best Rotary experience I ever had.

Standardization of Classifications

By Wallace S. Atchison, Owensboro, Kentucky

Address delivered at the Second Annual Conference of District No. 6, at Owensboro, Ky., February 23, 1917

THE year 1915-1916 was known in Rotary as the year in which it passed from the vague and indefinite to the definite and describable; it will go down in our history as the year in which Rotary was first written so as to be understandable.

The present year will be known as the year in which Rotary was systematized and standardized. We have passed from dreams to visions and from visions to realities.

We know that however numerous and courageous an army of men may be, its efficiency will be small and it cannot long prevail unless it is trained and well regulated. If Rotary is to accomplish its mission, if it is to become a world-wide inspiration, if it is to be a universal source of individual and social righteousness,

then it must organize its forces, systematize its procedure and standardize its methods. In achieving this object, there is, in my opinion, no matter more important or more vital than the standardization of classification.

Restrictions on Membership

The fact that Rotary limits its local membership to one representative of each business or profession is peculiar to the organization, and is recognized as the fundamental basis thereof. It is the very life of Rotary. If you let down the bars to every one that seeks admission, you undermine the very foundation. In the absence of competitors, the members are as brothers. They have no secrets from each other. When criticism is needed, it is given and received in the same friendly spirit; when commendation

is due, praise is bestowed without stint. If adversity touches us, we are consoled by feeling friends and aided by their sincere advice; if success gladdens us, our joy is increased by the sympathetic pleasure of our associates.

Admit more than one representative of each business or profession and you introduce a spirit of hesitation and restraint. Competition is not conducive to fellowship and mutual service and helpfulness, and thus tends to limit the manifestations of the Rotary spirit. The admission of two competitive members creates a divided responsibility that destroys initiative and hinders the growth and development of such members; they do not truly reflect their character as representatives of their particular business or profession; and thus does the organization lose something of its strength and power.

Decrease of Efficiency

If it be true that the admission of two members who are in direct competition arrests their development, destroys their Rotarian efficiency, is it not mathematically true that their admission when they conflict with one another to the extent of fifty per cent will impair their usefulness one-half? Is not the same true in any proportion? And is it not a fact that in many clubs there are conflicts which run higher than fifty or sixty per cent?

Now, a larger part of this evil is due to the fact that classifications are not standardized. Many of the classifications are merely duplications under different names. A man obtains membership under the classification of "Dry Goods" when there is already a member engaged in exactly the same business whose classification is "Department Store." Four men in the same building business are admitted as "Builder," "Contractor," "Carpenter," and "Brickmason." Several lawyers handling similar work are received as "General Practitioner," "Corporation Lawyer," and "Criminal Lawyer." I asked a member of a club where the last duplication existed why the club permitted it. He replied that it took four lawyers to make one good Rotarian. I changed the subject. Is the competition among such members reduced or its effect upon them lessened by a mere difference of terms?

A Serious Question

That this question is a serious matter demanding attention was recognized at the Cincinnati Convention. The Round Table of Secretaries of cities over 150,000 population adopted a resolution which declared that it was "the sense of the meeting that it was practical and desirable for the International Association to provide an international list of classifications as an aid and as a suggestion to each club, but not as a mandatory regulation."

Later in the convention a resolution was offered which provided that all the international

officers should constitute a committee to prepare a list of membership classifications; that such list should be official and that no classification be recognized not appearing therein; that any new classification desired should receive a two-thirds vote of the committee before being adopted.

The committee on resolutions reported that the method proposed as to the committee of international officers was not correct and recommended that the incoming president be instructed to appoint a special committee on classifications to investigate the subject of standardizing same and report at the next annual convention. A resolution to this effect was adopted.

It seems to me that there should be a classification list officially authorized and mandatory in effect. How it may be prepared I can not say, further than that it would appear necessary to appoint the committee from members who can have easy access to the files of the International secretary.

The principal objection to the adoption of this rule is that individual clubs are entitled to self-government. This proposition is true, but it is subject to the important limitation that such government shall not be inconsistent with the laws of the International Association or detrimental to its welfare. It seems to me that this question is in a measure as serious to the whole of Rotary as was the question of involuntary past Rotarians—both strike at the vital principle of non-competitive membership.

Benefits of Standard Classification

The standard classification should be regarded as a boundary that limits the admission of members in all clubs, as the maximum privilege that local clubs can exercise. It is not intended that every club use this power to the fullest extent regardless of its peculiar problems, but that this limit should be employed with discretion befitting local conditions.

It is hardly necessary to point out that the standardization of classifications would be convenient, save time, labor and confusion in every Rotary club and more especially in the office of the International secretary. Suffice it to say that Perry has already reduced the number of classifications nearly one-half by weeding out classifications which are duplications under other names.

It is certain, however, that if classifications are properly standardized and made mandatory, and if the rule of admitting to membership only those whose classified business is fifty per cent or more of their entire business be strictly observed, Rotary will be delivered from its gravest danger and be free to accomplish its mission as one of the greatest instruments for the promotion of righteousness and the practical application of the principles of true religion that the world has ever known.





The Beginnings of Rotary



MINNEAPOLIS—CLUB NO. 9

By Frank L. Thresher

ROTARY! Rotary!! As applied to a men's organization what does Rotary mean? This was the question raised when I was asked to organize a Rotary club in Minneapolis. I agreed to investigate and investigation unfolded Rotary as a most remarkable, a most radical promise, viz., the adaptability and desirability of an exact adherence to and constant demonstration of the truth, power, wisdom and good of the principle of the Golden Rule.

And what of the promise therein contained? Simply this: That business and professional men of this day and age by joint effort thru organization in workable groups, should study, work out and prove by their daily lives, the practicability and living truth of a principle or law as fixed as the laws of gravitation, adhesion and cohesion; but the efficacy of which had remained dark to the eyes of humanity ever since it was first declared by the Master nineteen centuries ago.

And could the right sort of men, the leading men, be brought to a point where they would realize the import of the promise? Would they seriously study, demonstrate and practice the principle? And if so what of the ultimate effect?

Aided by Paul Harris

The first two questions must remain open to be solved but the answer to the last was plain as follows: Nothing less than the accomplishment of that goal for which mankind of all countries thruout all the ages has striven, Peace. In other words, Rotary should eliminate competition and strife within its own borders first and then slowly but surely overflow to all humanity. Likewise should vanish selfishness, dishonesty, hatred, revenge, war.

Could there be a greater inspiration to service, to personal sacrifice? How insignificant all present modes of humanitarian, philanthropical, sociological and civic betterment endeavor! As an earnest

student daily then and for many years previous and ever since of sociological and metaphysical phenomena, I was enthused and almost entranced at the prospect. The reasonable hope of the outgrowth of such an organization inspired and sustained me. It formed a substantial bulwark against the keenest criticism, both public and private, and the fiercest opposition experienced, I believe, by any Rotary club to the present time.

Proceeding at once to organize a Rotary club in this city I was splendidly assisted by Paul Harris and a party of ten men from the Chicago Rotary Club. All, at their own expense of money and time, came to our organization meeting. Previous to this meeting I had interested my friend Ed Randall of St. Paul and had persuaded him to organize a Rotary club in that city. Joined by some of our own members, the Chicago men, on the day following our organization meeting, assisted our friends in the sister city to complete the organization of the St. Paul Rotary Club with Mr. Randall as its first President.

Organization Meeting

I prepared a list of 125 men, prominent in this city and all splendid fellows. This list was revised by our first treasurer, the late Frank H. Waterman, by our second president, the late Frank Collins and by Mac Martin and Wm. Burns. They added 15 names to the list and dropped one. The men so listed were all invited to our first meeting, the call being signed by several men.

The organization dinner meeting was held in the Gold Room of the Radisson Hotel early in February, 1910, and was attended by about 100. Harry A. Tuttle, then president of the old Commercial Club, attended as the official representative of that organization and Wm. L. Harris attended as the representative of the Publicity Club (now the Civic and Commerce Association) of which he was the president.

After dinner, the principles and purposes of Rotary were stated by several speakers, including Paul Harris of Chicago. A temporary organization was formed, later made permanent, as follows: President, Frank L. Thresher; first vice-president, Geo. K. Belden; second vice-president, Chas. P. Wainman; secretary, Mac Martin; treasurer, Frank H. Waterman; statistician, Geo. A. Yokum; Norton M. Cross, Frederick T. Dexter, and Geo. A. Henry were made directors.

Sixty-three men signed charter membership cards before the meeting adjourned. This number was increased within the next few days until the club consisted of 80 members. It continued to grow numerically as well as Rotarily so that by the end of the first administration year the club was composed of 163 members.

Club Is Misunderstood

The city newspapers devoted many columns to the forming of the club. Much private and some public discussion ensued. As a result of manifest misunderstanding many citizens, including some Rotarians themselves, held to the statement that the development of Rotary was simply to promote the placing of business by and between its members and on the meanly vulgar basis of "You scratch my back and I'll scratch yours."

Starting with a purpose at once grand and supremely moral, unselfish, and with a desire single to the good of our members and to our community, it appeared to some of us that by steadfastly holding the banner of the Golden Rule before our members, kindly thinking and speaking of them, helping them and explaining to them that we were to do unto others as we would have done unto us, that we should lovingly assist each other, that we should serve rather than get, all added to the prohibiting of spirituous liquors and wines and the relating of unworthy experiences or stories at our meetings or functions, must

soon win a measure of success. It did but it brought upon us the name of the "Sunday School Rotary Club."

However our organization flourished in membership, in the working out of its foundation principle, and in its ethical, social and business standing. By the end of the first year we had so knit our organization together and had so progressed in our understanding and demonstration of the Golden Rule that the members felt a great sense of peace, harmony, and happiness within the organization. And then there arose a great big question in the minds of many, perhaps most of them, "Why did they leave every other club or organization and refuse every other engagement possible to attend the meetings of the Rotary club?"

Founded on Unselfishness

Proceeding with little of precedent we mapped out our own course but so earnestly was the principle of Rotary studied and demonstrated during the first two years of its existence here that our success was a marvel to other Rotary clubs and we became easily a leader of thought, of practices, and of principles among all the Rotary clubs of that time.

In conclusion let me take advantage of this brief history of the formation and early progress of our club, to refute what I consider a slander upon our organization and its early history. Other clubs may have had the "You scratch my back and I'll scratch yours" idea but neither its founder nor his immediate successor in the presidential chair ever held to this plan for our club. In fact they were too well versed in the force and effect, in the great big noble purpose hid away in the secret place of that great but humble and very simple principle, the Golden Rule, ever to have advocated a plan so thoroly narrow and selfish, a plan the very antithesis of the principle of the Golden Rule.

ST. PAUL—CLUB NO. 10

By R. E. Leonard

IN February, 1910, Rotary in Saint Paul, Minnesota, was born. Edward Randall heard of Rotary and secured the attention of about fifteen business men and their encouragement and aid made it possible to organize a club.

Paul P. Harris and Harry Ruggles with a half dozen other Chicago Rotarians, came up from Chicago and at a meeting held at the St. Paul Commercial Club rooms on February 16th, 1910, explained the purpose to those present and an or-

ganization was effected, with Edward Randall for president and W. H. Oppenheimer for secretary.

The club started with a charter membership of twenty-one and from that time on it has grown steadily and waxed strong. The officers above referred to held office until November 1st, 1910, and on that date the first annual election took place.

The presidents and secretaries to date have been:

Presidents: Edward Randall, F. G. Leslie, W. H. Oppenheimer, Clarence C. Gray, W. B. Webster, F. C. Listoe, C. A. Crane, Myron McMillan.

Secretaries: W. H. Oppenheimer, J. W. G. Curtiss, James H. Lee, R. E. Leonard.

Of the original members who met February 16, 1910, and organized the club, all but one are still alive and active in the club's affairs. Of the past officers, all are still active and good members of the club except former secretary Lee who has left the city and is no longer with us, and Past-President W. B. Webster, who passed away on March 17th, 1913, during his presidential term, and was succeeded by Vice - President Fred Listoe, who was elected again at the expiration of Webster's term.

The club has always enjoyed the confidence of the public. It has always stood for civic welfare and is found at the front

when anything for the good of the city can be accomplished. It has been the means of starting many things which have resulted in permanent benefit, the largest enterprise being the "Equity Exchange" which brought the wheat market to this city. Since then, milling and elevator business has been growing fast.

Other matters of public import have been pushed and backed by the club and today it is considered one of the large factors in making Saint Paul a better place to live and do business in.

The club has never sought, or had much, publicity, its desire being to get behind and push rather than to be in front and pull. Its influence however, is always felt and sought by the civic bodies of the city and it is always found ready and anxious to serve where it can do the most good. Charitable, educational and other activities have always found the club ready with service and financial help when called upon. Nothing which will be for the good, or welfare, of the community is put aside but is gladly taken up and fostered. Hence Rotary in Saint Paul is highly regarded and occupies an enviable place in the city's activities.

The club is in a healthy and vigorous condition, having grown from a charter membership of twenty-one to a membership of 193 at present writing.

KANSAS CITY, MO.—CLUB NO. 13

By Otto Wittmann

THE origin and growth of the Kansas City (Mo.) Rotary Club was not of a spectacular nature, but started from a small organization of thirty-six. From the very organization to the present day, with its membership of three hundred, it has displayed the loyalty, cheerfulness, and enthusiasm characteristic of successful Rotary clubs of today.

Back in the year 1910, before the first meeting of the National Association in Chicago, the late Bruno Batt then president of the St. Louis Rotary Club, and a most loyal Rotarian, visited his personal friend, B. C. Lichy of Kansas City. In his enthusiasm he could not help but acquaint his friend with the Rotary club idea.

Mr. Lichy was not in a position to then carry this new thought into action, and

suggested the idea to his friend, Dr. Archie N. Johnson. The suggestion immediately took root and the Doctor invited his friend, Lee Mettler, a merchant, to have luncheon with him. Here they chanced to meet Judge Seehorn. After discussing the matter of establishing a Rotary club, the judge did not see how he could be a member of such an organization on account of his profession, but acted as chairman for this little preliminary meeting of three. The doctor proceeded to nominate the merchant as temporary president and the merchant nominated the doctor as temporary vice-president. The next luncheon was a meeting of the doctor and merchant together with a lawyer named D. E. Bird, and Bird was elected temporary secretary and treasurer.

With a temporary organization, it was

but a step to forming a permanent organization with a membership of thirty-six. Practically the first formal meeting was held at the Elks Club rooms April 30, 1910. The following month the permanent officers for the first year were elected as follows: Lee Mettler, president; Dr. Archie N. Johnson, vice-president; D. E. Bird, treasurer; Otto Wittmann, secretary.

From this time the life of the club can best be compared with that of a healthy growing boy, full of enthusiasm, eager to venture and learn. The members soon learned to know and respect each other and their vocations with that transparent loyalty we displayed in our youth.

The Rotary slogan, **HE PROFITS MOST WHO SERVES BEST.** was adopted about this time by the new National Association. Our club immediately adopted its spirit and from then on was led to high achievements, realizing that records are only to set a goal to be excelled.

To enumerate the important "doings" of our club would be to copy our secretaries' minutes and would of necessity leave out the most important which are yet to come, for we expect to go on and on as in the past, surpassing each previous effort. It may, however, be of interest to state that our first "ladies' night," which idea by the way, originated with our club, brought out only eleven couples, while now the mere announcement of an event including the ladies taxes the largest assembly room obtainable in the city.

Resolutions on any question of a political nature are contrary to our by-laws, but the club always welcomes free and open discussions on any topics of civic interest.

Our dues started with \$4.00 and were raised as occasion deemed best to \$15.00, then \$20.00, while the admission fee starting at nothing, went to \$1, then to \$10, then to \$25, and now is \$50. The secretary's salary likewise grew from \$50 a year to \$300, to \$600, and finally to \$900, then dropped to \$1 when a salaried assistant was employed for this work exclusively.

At first our places of meeting were at various hotels or restaurants but we soon learned that the best hotel as a permanent meeting place was the most satisfactory plan.

We were incorporated in March, 1911, and have had full representation at every convention of the International Association since the first one held at Chicago in August, 1910. Our members have been prominent in the affairs of the International Association, having held many important committee appointments as well as having filled the office of International presidency for one term.

Our membership has steadily grown until it has now reached 300, all without any special campaign or solicitation and also in spite of the fact that three other clubs of a similar nature have since been organized in our city.

The Silver Tape Line

When you measure up your neighbor,
Always take him at his best;
You'll find in him so much of love,
That you will forget the rest.

Tho' he has faults, do not judge them,
Perfect all we cannot be;
Trust him, help him to grow better,
He is worthy, you will see.

Never frown on what he's doing—
Give a hand and help along;
In a region dark with sorrows
Let us hear a cheerful song.

Give to him a hearty greeting;
Make him feel he's doubly blest.
When you measure up your neighbor,
Always take him at his best.

—Tacoma Rotary Club Gyroscope.



Overheard By A. Little Bird

When Rotarian Harry Lauder of Glasgow makes his next trip to the western hemisphere, his fellow Rotarians in Canada and the United States may be calling him Sir Henry. It is reported that King George is to confer knighthood upon Harry in appreciation of his services in aiding recruiting for the British armies. It seems that Harry has spent about \$100,000 to pay for a band of pipers to travel over Scotland to aid recruiting, for contributions to war relief funds, etc., besides donating his services at concerts for the various patriotic funds.

* * *

Madame Ernestine Schumann-Heink, the famous singer, has been made an honorary member of the Rotary Club of Denver. This action was taken at a meeting of the Denver Rotary Club after her appearance at a concert to help the Rotarians raise a \$50,000 fund for a municipal organ.

* * *

Rotarian George Bailhe, music instructor member of the Rotary Club of Fort Wayne, has sailed for France to represent the Wayne Oil Tank & Pump Co. at the Lyons Exposition. George was born in France but he did not anticipate being pressed into service in the French army.

* * *

Rotarians Stephen A. Hull of Seattle, Wash., manager of The Pacific Warehouse Co., and Governor Lister, member of the Tacoma Rotary Club, have established an information bureau at Olympia, Wash. Information concerning the legislature, bills, and other matters of like nature will be furnished Rotarians upon request.

* * *

International President Arch C. Klumph was surprised recently when sixteen Rotary shoe men, in a bunch, called on him. They were led by Charlie Willets of Kansas City (Mo.) and were in Cleveland attending a convention of Walk-Over Shoe retailers.

* * *

The recent item about Rotarian Frank Hering of South Bend and his success as a chicken fancier failed to do justice to the subject. At four poultry shows in 1915 and 1916, two at the Coliseum in Chicago and two at the Illinois Interstate Fair, he won twenty-one firsts out of a possible twenty-four, and fifteen blue ribbons for males out of a possible sixteen. In the last year and a half he has had thirty-two prize-winning S. C. White Leghorn males

and eighty prize-winning females. He won the sweepstakes championship at Chicago in December, 1915, and December, 1916.

* * *

The Rotarians of Parsons, Kan., have been exceptionally honored by the Chamber of Commerce of that city. At the last election Rotarian Ed. F. O'Herin was elected president and Rotarian Clarence E. Pile was elected vice-president of the Chamber of Commerce and Rotarians T. E. Donnellan, M. A. Arnett, and C. H. Morarity were elected three of the six new directors.

* * *

Rotarian Georges D. Romeike of New York, president of the Romeike Clipping Bureau, has probably the largest collection of newspaper clippings regarding Rotary and Rotary clubs. During the last six months he has gathered approximately 5,000 clippings from newspapers in the United States and Canada. This collection not only indicates Georges' interest but shows that the world at large is interested in Rotary.

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Rotarian W. E. Spratt, president of the Rotary Club of St. Joseph, has been chosen a member of the Democratic State Central Committee of Missouri. Rotarian Spratt was formerly mayor of St. Joseph.

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The Rotary Club of Des Moines believes it has the youngest club president in the history of Rotary. President Clifford De Puy, publisher of *The Northwestern Banker*, is just thirty years old.

* * *

Carey Orr, artist member of the Nashville Rotary Club, and cartoonist on *The Tennessean and American*, has moved to Chicago to draw pictures for *The Chicago Tribune*. Rotarian S. W. McGill wrote a farewell poem and read it at the last meeting of the Nashville club which Orr attended.

* * *

The Chattanooga Rotary Club numbers among its membership a novelist of note in the person of Francis Lynde, whose latest book—*Stranded in Arcady*—is running serially in *Scribner's*. Houston R. Harper, THE ROTARIAN's correspondent from the Chattanooga club, rises to make the following remarks about Rotarian Lynde:

From the terraces of "Wideview," Brother

Francis, whose surname is Lynde, looks down upon the world and finds it good. Below him is the city of Chattanooga, where his seventeen years of railroading came to a close and his career as an author began. Behind him are the pink-grey bluffs of Old Lookout Mountain, whose repose beckoned him from the moment he passed beneath their shadow.



*Rotarian Francis Lynde and his illustrator, "arguing" about a picture for one of his novels.
Lynde has the whiskers.*

In the corner of his spacious grounds you'll find his study. You look out of one window into the pasture of his Jerseys. You look across the field of "the Battle Above the Clouds" from another. That is, you can if you care to use a step-ladder; for Lynde's study windows are built too high for distracting vision. The things he contemplates when he enters that study are not seen thru glass. He fixes his gaze upon a section of its wall and the shades of his revolutionary heroes, his empire builders of the West, or his Southern mountaineers begin to walk as visions come at the movies. Sixteen novels and a host of shorter tales have come out of that study—not counting the serial now running in *Scribner's*—and the end is not yet.

Brother Francis' life, past and present, sketched Rotary way, would read something like this:

Lived about half of his life in the West; the other half in the South. Writes mostly about the West because he doesn't live there; and once in a while about the South because he does live

there. Is just an ordinary sort of fellow who makes no pretensions to possessing genius and writes like a man sawing wood.

Moved up on the side of Lookout Mountain a good many years ago and began to build a stone house, just for fun, and because he likes to work with his hands. Has been building it ever since; stone-laying, carpentry, piping, plumbing; all done by himself and his two sons. Says he enjoys building the house and doesn't care if he never gets it completed, because then he'll be out of a job.

Takes to Rotary like a duck to water. Says he hopes Rotarians are reading his books. Good bit of Rotary in 'em, first and last. Has a scrap with his illustrator now and then (see illustration) about the pictures in his books. Has never been a "best-seller" and says he'd rather be a seller to the best. Writes business and industrial stories more than the other kind, but doesn't forget to put a pretty girl in them here and there.

Is married and is still in love with his wife. It might be added that all of his heroines are physically small. But then—so is Mrs. Lynde. She's the only small thing about "Wideview" and its master.

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H. E. Wolfe of the Rotary Club of Kansas City (Mo.) is an up-to-the-minute dancing instructor. He prints his announcements, etc., on a multigraph printing outfit and has been informed by the American Multigraph Sales Co. that he is the first dancing teacher in the United States to purchase a machine from them.

* * *

Rotarian W. A. Turner of Memphis, has been elected vice-president of the Memphis Traffic and Transportation Club.

* * *

Rotarian J. M. Switzer of Dayton, recently visited Louisville and gave his interesting and instructive address on the operation of the city manager plan in Dayton, speaking to the Rotary club, with the mayor, members of the Board of Public Safety, and members of the Board of Public Works, as guests of the club.

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Rotarian James Coke of the Rotary Club of Honolulu has been appointed, by President Woodrow Wilson, a member of the Supreme Court of Hawaii Territory. He was the founder of the Honolulu Rotary Club.

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Frederick Himmlein of the Rotary Club of Philadelphia, who owns the additional title of "Father of the Rotary Club of Camden," was the guest of honor at a testimonial dinner tendered by the members of the Camden club at Philadelphia recently, at Kugler's restaurant. Himmlein was surprised. Until he was ushered into the banquet hall he expected to be the guest of a "steel club" of Reading. At the conclusion of the merry banquet, Himmlein was presented with an engrossed memorial, the presentation speech being made by Malcolm B. Webster. (Malcolm is THE ROTARIAN correspondent at Camden.) The memorial, which was a tribute of love, was engrossed in old English letters upon parchment by Rotarian William A. Stewart, and was framed in deep and handsome mahogany.

On several occasions, Himmelein has been host to the Camden club at the yacht club in Wildwood, N. J., of which he is commodore. The Camden Rotarians "got back at him" with a vengeance.

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"Cousin Fred" Houser of the Atlanta Rotary Club was a recent visitor at International Headquarters in Chicago. He is chairman of the Atlanta committee on reception at the hotels during convention week next June.

* * *

Knoxville Rotarians are very prominent in the affairs of the Board of Commerce of that city. Rotarian Hugh M. Tate is the president of the Board of Commerce, Rotarian W. M. Bonham is treasurer, and these two, together with Rotarians W. S. Shields, C. A. Benscoter, Robert L. Foust, and A. F. Sanford, are members of the board of directors. These six Rotarians comprise a majority of the board of eleven directors of the Board of Commerce. Rotarian Benscoter is a member of the Advertising Club and has charge of the Department of Publicity of the Board of Commerce. Rotarian Shields represents the Clearing House Association and is in charge of the Department of Agriculture. Rotarian Bonham represents the Rotary club and is in charge of the Department of Public Affairs. Rotarian Foust represents the Real Estate Board, and is in charge of the Department of Industrial Development. Rotarian Sanford represents the Highway Council and is in charge of the Department of Good Roads and Streets.

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W. H. P. Anderson, secretary of the Rotary Club of Paris, Texas, who writes his club meeting notices in verse, has published an artistic little booklet containing fifty-two of these poetic notices—a year's supply—and several other verses of a more general nature. Some of these general poems have appeared in this magazine. Rotarian Anderson says that his "excuse for having the booklet printed lies in the hope that Paris Rotarians may refer to it in years to come and have pleasant memories awakened of happy, well-spent hours during 1916 at our Rotary luncheons." He has given the booklet the title of "Rotary Rhymes."

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Rotarian Bob Baugh of Birmingham, Ala., has been re-elected president of the Southern League of Baseball Clubs, which may be taken as a slight indication that Bob is a baseball fan.

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Governor James M. Cox of Ohio is the only honorary member of the Rotary Club of Columbus. While occupying the position of chief executive of the state, Governor Cox resides at the Hotel Deshler in Columbus.

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Rotarian Marvin B. Rosenberry, member of the Wisconsin State Supreme Court, has been appointed chairman of the Madison Rotary Club's committee on philosophy to have charge of the discussions in the Madison club of Rotary principles, ideals and practices.

* * *

Frank Waterman of the New York Rotary Club has been stirring things up in Eustis, Florida. According to *The Eustis Lake Region* (a newspaper published at Eustis), "the indefatigable Frank Waterman who always hits the town running," was the moving spirit in a community entertainment "like New York's Winter

Garden and Old Broadway reproduced," under the title of "Little Old New Yorrick."

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Rotarian W. R. Bottom of the Edmonton Rotary Club, was one of the speakers at the annual dinner of the Canadian Credit Men's Trust Association, held at Calgary, his subject being "The Effect of the War on Business." His thoughtful talk made a deep impression upon his auditors. A majority of the deputation of business men from Edmonton who attended the dinner were members of the Rotary club.

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Herbert C. Warden, secretary of the Rotary Club of Los Angeles for a number of years and one of the wheel horses of Rotary on the Pacific Coast, has resigned. He did this several weeks ago in order to avoid any embarrassment upon the part of the club officers and members in the discussion and settlement of a proposal to dispense with the office of paid secretary. In commenting on Herb's action, President Miller had the following to say to club members: "Your secretary voluntarily surrendered his position in order that your governing body might legislate for the good of Rotary without embarrassment, thus sacrificing his personal interests for the Los Angeles Rotary Club and thereby putting into actual practice the slogan SERVICE NOT SELF—HE PROFITS MOST WHO SERVES BEST.

* * *

President John of the Rotary Club of Cleveland was confined to his home for some weeks by an injury resulting from a fall upon the ice. But all this time the Cleveland club had John right on the job at every meeting. President John Wood isn't twins; it just happens that Vice-President Bentley's first name is John also. Wood is on the job again with a cane.

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Rotarian Hugh P. Baker, chairman of the International Rotary committee on Philosophy and Education, and Dean of the New York State College of Forestry, has been granted a year's leave of absence from the college, with full salary. Dr. Baker leaves Syracuse about April 1 for his old home in Wisconsin, from where he will go to the International Convention at Atlanta in June. He plans to make a thorough investigation of forest conditions in central China and northern India.

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Governor Thomas K. Smith of Rotary District No. 2 was prevented from attending the conference at Binghamton by a sudden attack of illness. He was much surprised the day after the conference to receive a shower of post cards. Each delegate and visitor had been furnished with the post cards at the luncheon in Binghamton, and all were sent to "T. K."

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Treasurer R. B. White of the Newark (Ohio) Rotary Club is back on the job after successfully undergoing a surgical operation.

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Paul Koontz, for some time the valuable assistant secretary of the Kansas City (Mo.) Rotary Club, has resigned and will soon hang out his shingle as a lawyer in that city. The Kansas City Rotarians are sorry to lose his services but hope he will be as successful a lawyer as he has been a secretary, in which hope **THE ROTARIAN** joins.



Messages from the Districts



District No. 18

The clubs of District No. 18 have been visited by their district governor for the first time. The distance traveled to accomplish this amounted to 3,500 miles. This indicates one of the obstacles under which the district is laboring, and explains the isolation of the clubs. Each club is doing its share of patriotic work, and members find it difficult to devote time to their club, owing to scarcity of labor and assistants, brought about by enlistments. However, I am pleased to report that Rotary is thriving in each club.

Winnipeg, our oldest club, while not showing great enthusiasm, is steadily improving under capable executives and committees, but more time for Rotary subjects has been recommended.

Moose Jaw, our baby club, turned out eighteen members in a total of twenty, to welcome the governor. Their isolation and business conditions make it difficult to hold regular meetings and arouse enthusiasm; their need is for Rotarians to stop off and tell them about Rotary ideas and principles, for they are very receptive and anxious to be good Rotarians. They have started well, and only require some assistance.

Edmonton—a wonderful club for a yearling—is doing exceptionally well along Rotary, civic and patriotic lines; they ex-

tend a hearty welcome to all Rotarians to visit the most northerly club in America.

Calgary Rotarians are enthusiastic, and are adhering to Rotary programs and work in a very healthful manner; they report steady progress and well attended meetings.

The small size of our cities causes extreme difficulty in preventing clashing in classifications, as merchants often handle more than one line of merchandise and insurance men more than one class of insurance, etc. However, each club has been cautioned to guard this matter closely.

In Vancouver, the work and enthusiasm is confined to a small number and their need is the study of Rotary.

Victoria has a splendid club, well directed.

A new club is being organized in New Westminster, after the organization committee was in conference with the governor.

To summarize: District No. 18 is in a very healthful condition, despite almost insurmountable difficulties, but it requires all the assistance the International Association can possibly give. Rotary must not expect to hear of as much International work in this district with only six clubs and 600 members, in a territory 1,600 by 200 miles in area, as it hears of in more thickly settled and easier worked smaller districts.—*Stuart M. Campbell, governor.*

Rotary Extension Work

Recently Organized Rotary Clubs

District No. 1—**Waterbury, Conn.**; president, Charles A. Templeton.

District No. 2—**Elizabeth, N. J.**; president, Alfred A. Stein.

District No. 3—**Chester, Pa.**; secretary, E. Wallace Chadwick.

District No. 6—**Rogers, Ark.**; secretary, Erwin Funk.

District No. 9—**Stevens Point, Wis.**; secretary, L. J. Seeger.

District No. 12—**Waxahachie, Texas**; secretary, J. D. Carlisle.

District No. 11—**Arkansas City, Kans.**; secretary, Albert Faulconer.

Clubs Elected to Membership in Association

District No. 4—**Lynchburg, Va.** (Club No. 280); president, Fred Harper.

District No. 5—**Albany, Ga.** (Club No. 281); president, John A. Davis. **Miami, Fla.** (Club No. 271); president, Dr. Jas. M. Jackson. **Tuscaloosa, Ala.** (Club No. 282); president, Samuel F. Clabaugh.

District No. 8—**East St. Louis, Ill.** (Club No. 276); president, Edmund Goedde. **Ke-
wanee, Ill.** (Club No. 275); president, Emerit E. Baker.

District No. 9—**Green Bay, Wis.** (Club No. 279); president, Jas. H. McGillan. **Oshkosh, Wis.** (Club No. 274); president, C. W. Hoyt.

District No. 11—**Pittsburg, Kans.** (Club No. 273); president, N. H. Skorup. **Salina, Kans.** (Club No. 278); president, Charles L. Schwartz. **Shawnee, Okla.** (Club No. 277); president, Edward Howell.

District No. 15—**Everett, Wash.** (Club No. 272); president, Clayton M. Williams.



Activities of Rotary Clubs Reports from Correspondents.

Atlanta, Ga.: President Arch C. Klumph, Immediate Past President Allen D. Albert, Past President Frank L. Mulholland and International Secretary Chesley R. Perry were guests of the club on February 9th. Bert Adams and Allen Albert lunched with southeastern club delegates at Hotel Piedmont while Klumph, Mulholland and Perry had luncheon with the local board of directors at the Capital City Club. On Thursday evening, February 8, the International officers, together with presidents of southeastern Rotary clubs, members of the Presidents' Club of Atlanta, members of the Highway Conference and Senator John H. Bankhead had dinner at the Hotel Piedmont. Rotarian Mell Wilkinson welcomed the guests and then followed talks by each International officer. Albert gave an address "Prophecies" which briefly outlined the great future of Rotary. Mulholland spoke about the wonderful program which has been outlined for the forthcoming International Convention in June; Perry talked on "Service" in connection with the 1917 convention and Bert Adams concluded the program with a Hawaiian oration, entitled "Aloha-oe," in which he assured his guests a royal welcome in June and then bade them a gracious and fond adieu.—H. W. Anderson, correspondent.

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Beaumont, Tex.: The On-To-Atlanta Committee is working very hard for a big delegation

to the Atlanta Convention. The club expects to hold a series of receptions for Rotarians passing thru Beaumont enroute to the convention, giving them an opportunity to see the nation's new port, the city of Spindletop fame, and the greatest rice industry of the country.—Julian L. Smith, correspondent.

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Cleveland, Ohio: The On-To-Atlanta committee was delighted with the success of the first entertainment given at the Hippodrome to raise funds for the convention trip. Nearly a thousand dollars was cleared, some twelve hundred Rotarians and their friends attending. Akron sent a delegation of forty.—W. I. LeFevre, correspondent.

* * *

Rochester, N. Y.: Fifty members have signed up to attend the Atlanta Convention. Each one is paying into the treasury a stipulated amount each week, which will insure their trip complete.—H. C. Goodwin, correspondent.

* * *

Savannah, Ga.: The Savannah club is looking forward to the international convention at Atlanta and expects a large number of northern and eastern Rotarians to go to Atlanta via Savannah. The steamship lines to Boston, New York and Baltimore will offer delightful sea trip down the coast.—Luke P. Pettus, correspondent.

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Miscellaneous Club Affairs

Akron, Ohio: The Rotary Club of Akron has been incorporated under the laws of Ohio, pursuant to the wish of International Headquarters. This went into effect at the annual meeting of February, 26, when trustees were elected as successors to those previously known as directors. One of the founders, George N. Hawkins, was chosen president; Frank B. Burch, vice-president; Theodore E. Smith, secretary and treasurer and Fred L. Hetrick, sergeant-at-arms. The office of secretary and treasurer was combined in one person. This, it is believed, will be a time-saver. The year was closed with 144 members, all obligations paid, and upwards of one thousand dollars on deposit. Over twelve hundred dollars was dispensed in charities.—T. E. Smith, correspondent.

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Albany, N. Y.: "The Business of Saving Babies" was the subject of a very interesting and helpful address by Dr. Henry L. K. Shaw, a member of the Albany club, at one of the February luncheons. Dr. Shaw, who is director of the division of child hygiene of the state department of health, praised the work of the infant welfare stations in Albany, saying they were responsible to a great extent for lessening the mortality rate from 187 per 1,000 to 97 in 1916.

Another helpful talk was given during the month by Harry N. Pratt, principal of the Albany High School, whose subject was "The Business Man and How He Can Help the High School."—John F. Tremain, correspondent.

* * *

Ashland, Ky.: Our club, the baby club of Kentucky, celebrated Washington's birthday with a banquet meeting and entertained in honor of several distinguished visitors who were here to attend a meeting of the Midland Trail. Besides these visitors there were many Rotarians from other cities. Huntington was represented by twenty-six live wire Rotarians. Lexington and Louisville clubs were well represented. Between the many happy toasts we were entertained by a troupe of five young women and two young men of the Keith circuit. Our club is growing in numbers and Rotary spirit.—W. A. Fite, correspondent.

* * *

Baltimore, Md.: District Governor Stewart C. McFarland of Pittsburgh, and Col. John M. Hinkley of the Fifth Regiment were guests at the annual mid-winter banquet in January. Governor McFarland gave a splendid talk on "What Is a Rotary Club and What Is This We Call Rotary" which greatly impress and inspired his hearers. A special feature of the evening was

when International President Arch C. Klumph, at his home in Cleveland, was called over long distance telephone from an arrangement of a telephone adjusted to the speaker's table, to which were connected sixteen attachments. By this means a large number of the guests were able to receive the message from the president thru Governor McFarland. A message was also received from Allen D. Albert who was in Buffalo at the time. There were about one hundred and fifty members present and a most interesting and instructive meeting was enjoyed by all.—J. S. Reed, secretary.

* * *

Boston, Mass.: A membership of 250 is the immediate goal of the Boston club, and as there are only a very few vacancies, it is expected that there will be a waiting list very soon. The club is in a good financial condition, and there is so much of the genuine Rotary spirit in the club as a result of the earnest efforts of "Prexy" Frank Shepard and his shoulder-to-the-wheel-associates, that Boston Rotary now stands for the very best in friendship and congenial brotherly love. There is hardly a wife of a member—or a daughter—or even a son—who does not honor the spirit which is being infused into the "cold roast beef" of New England. Warm hearts and brotherly affection among business men is the natural result of the best energies of Rotarians, and this is almost a new creed for Puritans of Boston. The noonday lunches are well attended, and notable speakers are listened to with a sincerity of attention which contrasts strongly with the humor and joshing which has gone before during the serving of the food.—W. C. Bambridge, correspondent.

* * *

Camden, N. J.: A record monthly meeting was held at the Y. M. C. A., with a 93 per cent attendance. The dinner was a very elaborate one and several out-of-town guests were present to enjoy it, among them being E. J. Berlet, former International vice-president, who gave a very fine talk, and International Vice-President Guy Gundaker. Guy gave a brief, informal talk which was followed by the address of the evening, "Chemistry, Its Relation to Commerce, Industry and Human Advancement," by Dr. Edward Kressel of the Camden Club, which was very interesting, instructive and highly appreciated by all.—Malcolm Webster, correspondent.

* * *

Decatur, Ill.: More than 50 club members, chaperoned by Harry Spayd, chairman of the trip committee, attended the conference of District No. 8 in Danville and had only praise for hospitable entertainment given by the hosts.

The club observed Rotary's 12th anniversary on Monday, February 18th.

Rotary is in everything that is good. Six members attended the National Chamber of Commerce meeting in Washington, and sent back a 100-word telegram to President "Andy" Kenney, collect, telling what a fine time they were having.

Manager Allman entertained the club and wives at his picture house and received a handsome bouquet in acknowledgment of his courtesy.—W. F. Hardy, correspondent.

Detroit, Mich.: An evening meeting was held recently by the club, which was in the nature of an experiment, to see how the members would like the idea and just how many would attend. One hundred and eighty-nine were on hand and the meeting was voted one of the best ever. After a splendid dinner, there was a ceremony introducing new members under direction of George Kaye, which was conceded by all to be the finest bit of work the club had ever done. This was followed by a two act playlet, given by Trade Section No. 1, Printing and Allied Trades, under the direction of Tom Henry. This proved to be very interesting and instructive, giving the members of the Trade Section an opportunity to bring before the club an idea of the service Rotarians may expect at all times from this section. All-in-all, the evening meeting was a decided success and more will be held in the future.—W. D. Biggers, correspondent.

* * *

Dubuque, Iowa: Recently one of Rotarian Andy Loetscher's employees asked permission to take up a collection among his fellow workmen for one of their number who had been laid up for some time. Andy said, "Sure, go ahead and let me know how you get along." When the returns came in there was \$65 in the pot, and Andy sweetened it another \$65 himself.

Rotarian Bill Dennis is wintering at Miami, Florida, and is sending home some marvelous tales about big fish. Arrangements have been made with the chef at the club to have a fish dinner in case Bill should take it into his head to submit tangible proof of the said tales.

Rotarian Burke's specialty factory was completely destroyed by fire last month.

Rotarian Clem Sheridan has become sole owner of the candy factory heretofore operated by William Lawther Co., and is now running the business under his own name.

* * *

Edmonton, Alta.: The Edmonton Rotary Club has been honored by a visit from Stuart Campbell, of Winnipeg, Governor of District No. 18, who spent a day with the local club early in February and inspired the members who heard him address the weekly luncheon by his exposition of the principles of Rotary. This was the first occasion since the formation of the Edmonton Club that an official of the International Association has visited it. The announcement that the local club was shortly to be favored by a visit from Vice-President Pidgeon was received with real enthusiasm. Governor Campbell was accompanied by Ex-Governor Ryan, of Calgary, who was present at the inaugural meeting of the Edmonton Club, and who along with the present governor, exprest great surprise and pleasure at the progress which had been made by a club only eleven months old.—M. J. Hutchinson, correspondent.

* * *

Johnson City, Tenn.: A Washington-Lincoln banquet was given recently by the club in the dining room of the Windsor hotel. The favors to the ladies were unique little bonnets which they wore during the evening. Each lady was presented with a Rotary pin by President Bert Pouder, who also presented a handsome diamond

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News From the Clubs—Miscellaneous Club Affairs

Rotary button to William Green for his work in lining up North Carolina senators for the Watauga valley site for the armor plate plant. Addresses on Washington and Lincoln were made. —Newspaper clipping.

* * *

Kansas City, Kan.: The regular club dinner was held the evening of February 22nd instead of Tuesday noon, in honor of Washington's birthday. One of the guests was "Fatty" Lewis, correspondent of *The Kansas City Star*, who in his usual abundance of wit and humor, was ready to "exchange three stale jokes for one new one"; none responded. An address made by Rotarian William Bailey on "The Father of our Country" was ably handled.—Thomas A. Moseley, correspondent.

* * *

Lexington, Ky.: February 23 was Founder's Day at the Lexington Rotary Club. The anniversary of the establishment of the Lexington Club and of the beginnings of Rotary and Washington's birth coming so close together, a program was arranged to celebrate all three. Addresses were made by George T. Geves, the first president, J. Howard Fitch and Judge Samuel Wilson, a guest of the club.—Griffin Cochran, correspondent.

* * *

Montgomery, Ala.: Fresh from his interesting experiences in Cuba, President Arch Klumph stopped in Montgomery, the heart of the Central South. The local Rotarians did their best to prove to their delightful visitor that there was some truth in the numerous traditions as to the warmth of Southern hospitality. He left the local club enthusiastic. Few of the boys had ever seen him and they were delighted with him. "The very man for Rotary. That simple but inspiring talk of his was the most practical elucidation of Rotary in concrete form that we ever heard. Mulholland, Albert and Klumph—it looks like Providence is trying to take care of Rotary for a special work—when you consider the sort of leaders it has raised up." Such was the general verdict of the Montgomery Rotarians who turned out with a hundred per cent attendance to welcome him.

Klumph rang the bell here when he talked about not only the beauty but the simplicity of Rotary. It was good to hear him talk that way, because the idea was generally spreading that so much had been said about the large Rotary Code of Ethics and the philosophy of Rotary, that some Rotarians were beginning to believe it was mysterious, vague and diffuse. Arch Klumph brought it sharply back to the strength of simplicity. Every man went away with the cardinal principles of Rotary clearly fixed in his mind, "Service first and then character building."

In his work to promote education in Rotary, the President found the field prepared for him by Ralph Quisenberry, of Montgomery, governor of the Fifth District. The luncheon was a bit serious and was unique in that no one was permitted to talk except President Klumph, notwithstanding the fact the local club has about as many plain and fancy spellbinders as any club in the country.

President Klumph spent a day and night here.

It was his first visit to this section of the South and he was alertly interested in all he saw. If he likes Montgomery as much as Montgomery likes him, his visit to the city will be the most successful of his administration.—W. T. Sheehan, correspondent.

* * *

Omaha, Neb.: The Rotary club has taken new headquarters, at 1219 First National Bank Building. This is the first independent office we have had, always having used the secretary's office as a club office. We are nicely located now and invite all visiting Rotarians to call on us. —Elna Pearson.

* * *

Portland, Me.: This has been a very busy month for the Rotary Club. February 16th was observed as Lincoln Day. Col. Fred N. Dow, son of General Neal Dow, one of Maine's famous generals in the Civil War and known all over the world as "Prohibition Neal Dow," was the speaker of the day. Col. Dow had the honor of meeting President Lincoln several times. Upon one occasion he called upon Lincoln in an endeavor to have General Dow, who was then in Libby prison, exchanged. Later General Dow and Fitz Hugh Lee, nephew of Robert Lee, were exchanged. Col. Dow's address on Lincoln and his recollection of the man were deeply interesting.

February 23, the club helped Rotarian Miles B. Mank dedicate the new Cadillac home in Portland. Miles is the Maine representative of the Cadillac car.—Oliver P. T. Wish, correspondent.

* * *

Raleigh, N. C.: Raleigh Rotary's regular luncheon was moved up from March 1 to February 23, in order that Rotary Anniversary Day might be observed. A varied program was carried out and talks were made on Purposes of Rotary, Ethics of Rotary, What Rotary Means to the Individual. At this meeting the roll was called by native states and not by occupations and Raleigh Rotary discovered a "furriner" in her midst—Gilbert Crabtree, a native of England.—Alan T. Bowler, correspondent.

* * *

Reading, Pa.: In January our district governor, Stewart J. McFarland, gave a whirlwind talk on Rotary at the Hotel Berkshire, this being his first appearance in Reading. International Vice-President Guy Gundaker of Philadelphia was present.

The annual Rotary sermon was given at the Holy Cross M. E. Church by Rev. J. H. Hackenberg. The theme of the sermon was the "Law of Increase, or How to Become Rich."

The Automobile Show opened in February, with a Rotary luncheon at the Berkshire Hotel. Seventeen auto dealers and their assistants were seated with the Rotarians. Rotarian Harry O. Koller is president of the Auto Dealers Association.—Stanley R. Kaufman, correspondent.

* * *

Rochester, N. Y.: Dr. Albert W. Beaven, minister of the Lake Avenue Baptist Church, is giving a series of talks on Rotary. These talks are given a month apart—on Friendship, Investment, Happiness and Dividends in Ro-



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News From the Clubs—Miscellaneous Club Affairs

tary. As a return compliment, two hundred Rotarians with their wives and families visited Dr. Beaven's church on a recent Sunday evening and heard a special sermon on "The Church and the Business Man."

Sidney L. Gulick, secretary of the World Alliance for Promoting International Peace, gave a great talk on "America's Japanese Problems" before the club recently.

The club gave a special luncheon on February 21st in honor of the California Boys' Band of forty pieces which was in the city for the week. More than four hundred sat at the luncheon, the Ad Club being invited guests. The band gave an exceptional entertainment and Major Peixotto, their leader, a most impressive talk on boys' work. This band is touring the country and Rotary clubs everywhere should take advantage of the opportunity of having them at a luncheon—as they are glad to attend.

Gilbert McClurg, the lecturer of Colorado Springs, is to give his travelogue, "To the Shining Mountains and the Sunset Sea," before the Rochester club on April 3rd. The affair will be a Ladies' Night, and free to families and friends. A Rotary get-together will be held after the lecture in the banquet room of the Powers Hotel.

The club has just changed its meeting place from the Hotel Rochester to the ball-room of the Hotel Seneca.—H. C. Goodwin, correspondent.

* * *

Rockford, Ill.: Rockford Rotary wonders if it hasn't got it on every other club of the world in that its regular meeting place is an old-time bar room. Altho less than a year old, the Rockford club long since outgrew its first quarters, the ordinary of the Hotel Nelson, and landlord Oberg solved the problem by transforming into a dining room the last of the 55 bar rooms to succumb to the six years of "dryness" in our town.

Where the guests and general public formerly partook of a "wee droppe," the Rotarians now give their support to the building of a new \$60,000 Boy's Club house, do the big brother act to several hundred poor boys and girls and in general contribute to the uplift of the community rather than the "uplifting" of the wine glass and schooner. The Kiwanis Club will be entertained by the Rotarians. Kiwanis is well organized in our town and with the two clubs working in harmony upon important community interests they form a power for good. Interesting meetings are held at the plants of the members. Our monthly ladies' night banquets have made Rotary popular with the fair ones.—H. M. Johnson, correspondent.

* * *

Savannah, Ga.: The Rotary Club of Savannah has enjoyed a long run of exceptionally interesting meetings. One of these was given at Bethesda, the oldest orphan home in the United States, an institution which has received many gifts from the club. The luncheon was served in

the dining room of the home, and the one hundred orphan boys were utilized as attendants. Another luncheon was given in the dining hall of the Y. M. C. A. by the Ladies Auxiliary of that institution. About twenty of the fairer sex served the luncheon. President Davis has given much of his time to the club, and will doubtless end his year with a most commendable record for interesting meetings.—Luke P. Pettus, correspondent.

* * *

Selma, Ala.: Truman L. McGill, president of the club, was presented with a beautiful silver loving cup, engraved with his name, the date of presentation and the Rotary motto, on the occasion of his birthday, February 9, 1917. This being also his third wedding anniversary, Mrs. McGill slipped into the meeting long enough to witness the presentation of the gift.—Newspaper clipping.

* * *

Sheboygan, Wis.: The Sheboygan Rotary Club met in its new quarters in the Grand Hotel for the first time, February 1st. R. I. Warner, proprietor of the hotel, who has just become a Rotarian, has at considerable expense converted two former sample rooms into a private dining room for the Rotary club which will now have permanent quarters there, meeting every Thursday at noon.

The Sheboygan Rotarians are proud of the fact that they have among their number a father and son. James E. Matthewson, wholesale florist, was one of the charter members, and his son, Edwin Matthewson, retail florist, has recently become a member.

When Rotarian Raymond Smith, former president of the Jackson, (Miss.) Rotary Club, came to Sheboygan as manager of the Sheboygan Electric Company, he found the Rotarians waiting for him with open arms, as each member of the local club had received a personal letter from the Jackson Rotarian in the same classification. There being a vacancy in his classification, Rotarian Smith was elected a member of the Sheboygan club.—Paul F. Hunter, correspondent.

* * *

Syracuse, N. Y.: J. K. Rush has instituted a glad-hand committee of the Syracuse Club and has started an innovation that other clubs could use to good advantage. The board holding the badges of the members is placed in the center of the lobby of the hotel before luncheon and the committee of five members stands back of the board; the member desiring his badge states his name and business before securing same, in this way bringing the attention of about twenty Rotarians and others to himself and business. This plan has resulted in a wider spreading of acquaintance among members than any other recent plan instituted by the Syracuse club.—J. Russell Paine, correspondent.

(For Inter-City Fellowship news notes see page 356)



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Inter-City Fellowship

Albany, N. Y.: Albany and Troy Rotarians celebrated Rotary's twelfth birthday with a joint dinner at Troy the evening of February 23rd. The Albanians journeyed to Troy on chartered cars. Rotarian George Dugan, pastor of the Fourth Presbyterian Church, declared that Rotary was no longer in its swaddling clothes but had reached the age of discretion when it should enlarge upon its opportunities for service in the community and business world. He warned against too large a club membership and advocated "intensive cultivation" of club fellowship and endeavor.—John F. Tremain, correspondent.

* * *

Corpus Christi, Texas: Several weeks ago Dr. H. G. Heaney and M. P. Dunne brought to the attention of the club the fact that a number of children attending the public school maintained for pupils of Mexican parentage did not go home for lunch and that they would not find any lunch at home if they did go. The suggestion was made that the club establish and maintain a soup kitchen at the Mexican school and that lunch be served there every school day. The suggestion met with a hearty response and with the able assistance of the teachers the kitchen was started. It has proved to be one of the biggest things ever put over by the club. The lunch is absolutely free to those who cannot pay. The net results from this investment are pupils who are fairly well fed instead of half-starved, the class averages have risen accordingly and eventually the school will be able to turn out higher grade future citizens thru this work. The club accepted an invitation ex-

tended by the teachers and took lunch with the school in February, at which time the spirit of cooperation and friendship existing between the teachers and the members of the club was further cemented.—W. C. Wright, correspondent.

* * *

Detroit, Mich.: Grand Rapids was visited recently by the Mid-Summer Frolic Committee of the Detroit club. The trip was made in Paul King's private car "Detroit." During luncheon with the Grand Rapids club, Harold Helmer, chairman of the committee, proposed a joint meeting at Reed's Lake for Friday, July 13, which was unanimously favored by the Grand Rapids Rotarians. This promises to be a gala day, for all the Rotary clubs in Michigan are expected to attend. The Grand Rapids club presented the Detroit club with a souvenir of the Rotary motto.—W. D. Biggers.

* * *

Norfolk, Va.: Norfolk Rotarians were royally entertained by their lusty protege, the Newport News Rotary Club, on the occasion of the launching of the new \$16,000,000 United States dreadnaught "Mississippi." When completed, this powerful dreadnaught will be one of the most formidable of American defense vessels afloat. It is 624 feet long. The main battery will include 12 fourteen inch guns. Places on the grandstand had been reserved and after the launching of the big battleship, the club repaired to the Hotel Warwick, where a real Rotary luncheon was served. Rotarian Baldwin of the Curtiss Aviation School staged several spectacular flights which wound up a very enjoyable day for all.—E. L. Graves, correspondent.

* * *

Omaha, Neb.: Thirty-one Rotarians and several ladies attended the second conference of the 10th District, at Sioux City. They were joined in Council Bluffs by Rotarians of that club, thus making a jolly party. They all reported a successful conference and commented on the wonderful address by Rev. E. Leslie Pidgeon. That Sioux City certainly knows how to entertain, is the general expression.—Elna Pearson.

* * *

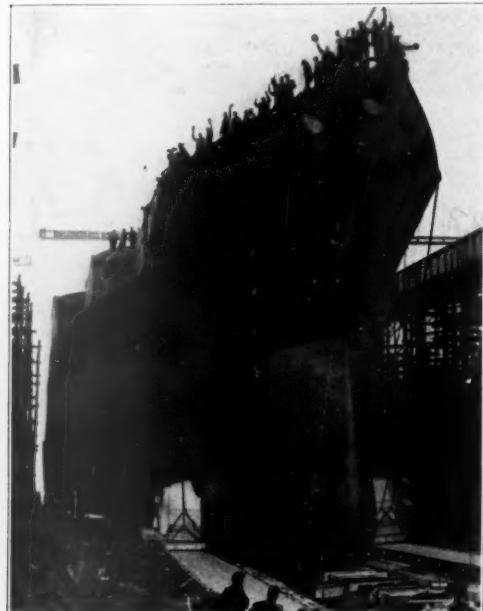
Peoria, Ill.: With District Governor Manly, twenty Peoria Rotarians went to Kewanee to assist in the christening of the body Rotary club there. It was a strenuous ceremony, we are told, such a one as only a very vigorous youngster could assimilate. "Everything fine" is the "All's Well" these representatives report.

The day following most of our Rotarians visited the Galesburg club.

Governor Manly took lunch with the Peoria club recently.—S. B. Price, Secretary.

* * *

Roanoke, Va.: The club went, seventy-five strong, to Lynchburg to participate in the organization of a new Rotary club in that city. Nearly the entire membership went and carried a brass band of 25 pieces and suitable uniforms to help District Governor McAdams give the new



Launching of U. S. battleship "Mississippi" at Newport News, witnessed by Norfolk Rotarians

Five Wonderful Days in June

Sunday, June 17th

A Time of Greeting

In Piedmont Park on Sunday afternoon we are going to hold an open air get-together meeting, such as Rotary has never seen. There will be a massed band concert, a few short talks, singing by quartets and chorus, and then somebody will "raise" the tune of some well-liked old hymns and the convocation will close with this song festival.

Monday, June 18th

A Time of Hospitality

Mammoth is the word and it covers much territory and more Southern Spirit than big or large or huge. On Monday evening comes the mammoth lawn party, and there you will be welcomed and told by the sweetest of Atlanta women how glad Atlanta and the South are to have you.

Tuesday, June 19th

A Time of Honor

Tuesday evening will be honor night for both President Arch Klumph and his lady—they will hold sway and review the Republic of Rotary. This will be held at the Auditorium, the home of the Metropolitan Grand Opera Co. Many surprises are being prepared for you and we expect to make it one of the most beautiful events of the Convention.

Wednesday, June 20th

A Time of Playing

The Frolics of 1917 where you will enjoy a genuine old fashioned barbecue—all sorts of games and water sports—The Carnival Ball, Rotary Pageant with the Clubs of the world in Carnival costume. Fireworks a plenty—Stunts without limit—a regular Rotary Fairyland with all the grown-up children playing to their hearts' content.

Thursday, June 21st

A Time of Inauguration

Thursday evening the Convention closes with the "inauguration" at the Auditorium. There we hope to give you an hour of music. We will have the new International officers presented to us and hear their little say, the presentation of prizes, a dance and the chance to say "goodbye till next year, and God bless you."

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News From the Clubs—Inter-City Fellowship

club a good boost for a start.—G. Otis Mead, correspondent.

* * *

Shreveport, La.: Shreveport has secured the next district convention, winning against San Antonio, Houston, Beaumont and other Texas clubs, which was quite a victory, inasmuch as most of the twelfth district is in Texas. The local Rotarians are now working hard for the 1917 conference, to be held March 23. International President Arch C. Klumph will be present.—D. H. Bancroft, correspondent.

* * *

Superior, Wis.: Several months ago the statement was made that there never had been a full registration of the membership of any Rotary club at the point where a district conference was held. If conditions remained the same up to February 22, this is to claim a new record for the Superior club. At what is believed, by all who attended, to be the best and most enthusiastic conference ever held anywhere, we had in Superior the full membership of our club registered at the conference of District No. 9 held here Thursday, February 22. The attendance at the conference was as follows: Minneapolis 30, Saint Paul 23, Duluth 38, Marquette 6, Madison 4, Milwaukee 1, Sheboygan 1, Wausau 1, Merrill 0, Oshkosh 0, Superior 68. The silver loving cup donated by Superior to the club making the best attendance record was awarded to Minneapolis, on the basis of the mileage traveled. A member of the Superior club, C. D. SeCheverell, was nominated for governor of District No. 9, to be elected at the Atlanta Convention.—J. D. Mahon, secretary.

* * *

Syracuse, N. Y.: Over fifty Syracuse Rotarians attended the conference of District No. 2,

held at the Arlington Hotel, Binghamton, Feb. 21st. Thru Rotarian Cummings of the D. L. & W. R. R. a special train was secured and of the twenty-three clubs in the district none had so large a delegation as Syracuse.—J. Russell Paine, correspondent.

* * *

Toledo, Ohio: In January twenty-eight members of the Toledo club went to Detroit and put on a program for the Detroit Rotarians. Our bunch all wore arm bands and had as much pep as a Salvation Army band. We marched to special tables to the strains from a 50-piece band provided by the Detroit Rotarians. After some singing, each Toledo Rotarian introduced himself and gave a sentence definition of Rotary that made a hit with the big crowd. There was only one speech, by the Toledo secretary, in which he told what the Toledo Rotarians were trying to do for crippled children, in giving money to the fund, and better yet, giving themselves to the work. After the luncheon we were driven to the Van Leuven Browne home to see Alva Bunker, the cripple boy sent to the home by the Toledo club several months ago. Then he didn't know how to smile. Now he met us with a face wreathed in smiles. We got the children to singing. There wasn't a dry eye in the house and it was no wonder the bills were dropped in Miss Browne's hands for a party for the little folks. She said that the Toledo Rotarians some day would be proud of Alva and of what we have done for him.—Ed R. Kelsey, secretary.

* * *

Wheeling, W. Va.: District Governor Oswald advised the Rotary Club of Wheeling that the Conference of District No. 7 would be held at Wheeling on March 23d. Committees were appointed and all arrangements made for an all



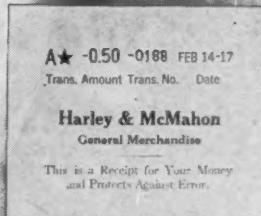
The trip of Toledo Rotarians to Detroit

There is Money in Cash Register Figures

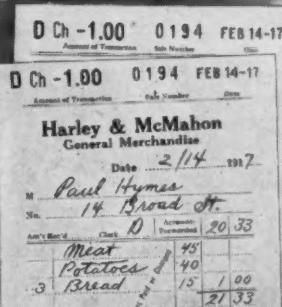
List of sales
★ indicates a cash sale
A, B, D, and E indicate
clerks' initials

E fd - 0.50	- 0178
B ★ 10.00	- 0180
D ★ - 0.65	- 0181
D fd - 4.00	- 0182
B ★ - 0.50	- 0183
B ★ - 0.00	- 0184
B ★ - 0.40	- 0185
D fd - 0.50	- 0186
D fd - 8.70	- 0187
A ★ - 0.50	- 0188
A ★ - 0.30	- 0189
A ★ - 0.15	- 0190
B fd - 4.50	- 0191
B fd - 5.50	- 0192
B fd - 4.50	- 0193
D fd - 1.00	- 0194

Receipt with amount
in figures printed
on it
★ stands for cash



Sales-slip in dupli-
cate
Amount in figures
printed on it
A charge sale



There is no use trying to run a retail business on a hit-and-miss basis—too many merchants have found that out to their sorrow.

Retailing today isn't easy. Keen competition, ever-narrowing margins of profit, gradual increase in the number of failures and near-failures prove it.

What's the remedy? More information—the accurate, classified kind—facts to run the business by. That's what the retailer must have to get his share of the business—his full profit on the business done.

The up-to-date cash register furnishes that sort of information. And it gives it to you in permanent form—on sales-slips, sales-strips, receipts, on adding wheels under lock and key.

Tens of thousands of merchants are successful because they handle every transaction between store and customers through the register—get cash register figures as a record of the business done.

Armed with this information, these merchants know what's going on. There's money in cash register figures for them and they will tell you so—yes, prove it to you.

Let us prove it to you. Write us today. Now.

The National Cash Register Company

(JOHN H. PATTERSON, Pres., Rotarian)

Dayton, Ohio, U. S. A.

You will be serving your advertisers if you will mention THE ROTARIAN when writing them.

News From the Clubs—Inter-City Fellowship

day session. The Wheeling club feels signally honored and pleased. A number of important

affairs were scheduled for discussion.—Frederick W. Calmar, correspondent.

Civics and Charity

Bartlesville, Okla.: The club is establishing a free clinic for the treatment of all eye, ear and throat troubles among school children of the county. The city gives quarters and some equipment, the county furnishes about \$50 per month for supplies, the doctors donate their services, the druggists sell drugs to this institution at cost, and the Rotarians shoulder all other incidental expenses. The ladies' Tuesday Club has engaged a visiting nurse, who will work in conjunction with the clinic in giving free medical inspection to the schools. Oral hygiene will probably be added to the work of the clinic and some dental work is already provided.—N. D. Welty, secretary.

Beaumont, Tex.: The \$35,000 Y. M. C. A. debt was disposed of by the activities of Rotarians recently. This splendid showing, following closely the campaign for raising \$65,000 for the Y. W. C. A. building, which was also supported very materially by Rotarians, making it doubly hard, plainly indicates the wonderful spirit of service existing among the loyal fellows who are banded together in the promotion of Rotary. Rotarian G. Harry Shepherd was general chairman of the Y. M. C. A. debt campaign, and captain of the winning team in the Y. W. C. A. campaign.

The club is planning a reception for the local militia companies returning from the border, and will make every effort to secure positions for those who sacrificed theirs on their departure for the Mexican border.—Julian L. Smith, correspondent.

Charleston, W. Va.: During the regular session of the state legislature in January and February at each meeting of the Rotary club a number of legislators were present as guests, and the forum thus afforded gave publicity to many public questions of interest.

The club has endorsed the plan to make its city the Rose City of the East, and the members will cooperate to that end.

An investigation of the city's milk supply was made by the club, and it is cooperating with the municipal authorities in an endeavor to improve the quality of milk furnished to the people.—Wm. Burdette Mathews, correspondent.

Council Bluffs, Iowa: Some time ago a committee was appointed under the chairmanship of Rotarian Dean, eye specialist, for the correction of defects in the eyes of poor children. Their eyes were examined by doctors who volunteered for this work without charge, and the proper glasses were secured for them at the cost of less than fifty cents per child. We are just beginning to get returns from this charity work as our school superintendent reports great progress in all children that have been treated. Rotary clubs will find, by inquiring from their local

school officers, that there is great need of this correction among poor children, and the good that can be done with a small outlay is truly wonderful.—W. J. Heiser, correspondent.

Denver, Colo.: A grand concert was given under the auspices of the Rotary club for the fund for the municipal organ which is to be installed in the Auditorium, where the concert was held. Madame Ernestine Schumann-Heink was the great feature of the concert, and her wonderful voice delighted the ears of more than twelve thousand people who had assembled to hear her. The Rotarians had pledged themselves to raise the necessary \$50,000 to build the organ and had succeeded in getting close to this sum when the concert was planned as a grand finale to their efforts. The sum realized at the concert was between \$4,000 and \$5,000, which practically completed the amount required for the organ. The next evening Madame Schumann-Heink was one of the guests of honor of the Denver Rotary Club, at which time she was voted an honorary member. District Governor Dr. T. C. Witherspoon of Butte, Montana, was also a guest and spoke of Rotary. He came to extend an invitation to the members of the Denver club to the district meeting soon to be held at Great Falls, Mont.—Gratton E. Hancock, correspondent.

Edmonton, Alta.: Edmonton Rotarians are assuming their full share of the civic responsibilities, as is evidenced by the splendid representation of Rotarians among the new officers recently elected by the Board of Trade. The new president and two of the three vice-presidents are Rotarians, while twelve of the twenty-three members of the council of the board are Rotarians.—M. J. Hutchinson, correspondent.

Elmira, N. Y.: When it was sought to connect New York and Pennsylvania by a state road joining Elmira and Williamsport and Harrisburg, the Elmira Rotary Club appeared by committee before the local authorities and secured the adoption of a resolution directing the building of such a road from Elmira south to the Pennsylvania state line.—J. Maxwell Beers, president.

El Paso, Texas: The Rotary Club held the first regular luncheon meeting in January in the cafeteria of the new \$500,000 High School. The club was entertained with songs and "stunts" by several of the students, and the meeting, which closed with an inspection of the institution, was greatly enjoyed.

The new High School is thoroly modern in every respect, from its complete wood-working plant to its modern flat in the domestic science department. Pupils are to be taught how to

Billy Sunday

Knows Men and Cities
Here's what he says about Kansas City

"You've got to go some to beat that Kansas City bunch. They are full of tabasco sauce and pepperino instead of lemonade and pink tea."

Kansas City in 1918

Ask the Man Who's Been There

News From the Clubs—Civics and Charity

put up, take down and operate gas engines and automobiles; a foundry and machine shop will be installed in the basement; the science laboratories are completely equipped; a watershed has been constructed to teach the value of proper drainage; the auditorium is one of the finest in the state; there are two fully-equipped gymnasiums, one for boys and one for girls, with marble lined shower bath rooms; the cafeteria is as well equipped as possible for serving hot lunches on white enameled tables; it is the only High School in the state which teaches Greek. Rotary figures prominently in this growth of educational opportunities. The architects, Trost & Trost, are Rotarians, as are three of the five members of the board primarily responsible for the building.

It is difficult to imagine that the El Paso of today, a city of 70,000 inhabitants, was only a mud village without a railroad in 1881, when the Southern Pacific won its race with the Santa Fe to be the first steam road to reach here.—A. E. Rowlands, correspondent.

* * *

Flint, Mich.: Thru the efforts of Rotarian Dan Reed, Flint will soon have a municipal stadium as a civic playground. Mr. Reed announces that this is the first city-owned stadium in the United States.

The city council has accepted the offer of



Modern High School at El Paso, designed by Rotarian architects, and built largely because of Rotary initiative. Scene of recent luncheon meeting of Rotary Club.

the Rotary club to place flower boxes for ornamental purposes on the bridge over Flint River during the summer season. Thousands pass over the bridge daily, and the Rotary club has been highly complimented for this little service.—De Hull N. Travis, correspondent.

* * *

Fort Wayne, Ind.: The Fort Wayne club has asked the state representatives and senators to give favorable consideration to the Mothers' Pension bill which has been an important question before the Indiana legislature this winter.

The club is endeavoring to secure for Fort Wayne the headquarters of Battery B, Indiana National Guard, now on border duty.—B. J. Griswold, correspondent.

* * *

Grand Rapids, Mich.: The club has been very active during the past month in promoting publicity relative to the election of men for the new form of city government to be held this spring. Rotarians stand for the highest type of men possible, and backed up by the local newspapers, their activities in this direction have had marked effect.—C. B. Hamilton, correspondent.

* * *

Hamilton, Ont.: Rotarians were again much in evidence in the campaign for the city's third Patriotic Fund. A strenuous battle of three days was waged against the pocketbooks and over \$700,000 was raised. Rotarians were on practically every team in the work of raising this sum, and the city promptly express its great appreciation of their efforts and success.—C. Reid, correspondent.

* * *

Helena, Ark.: Helena Rotarians have put the bachelors of the city to work in an effort to raise \$5,000 for a baby ward for the Helena Hospital.

Two big-hearted Rotarians, Wellford White and Dave Solomon, have authorized the hospital to build an out-of-doors porch for convalescents and to send the bill to them.

The club has appointed a live committee to work with the Helena Beautiful, Park and Tree





“Whole Health” or “Half Health” Which will you have?

Only one in twenty persons enjoys “WHOLE-HEALTH”—the rest live on, day after day, in a state of “HALF-HEALTH”—not sick enough to go to bed, or well enough to engage with zest in the busy activities of the day.

At Battle Creek everything is scientifically planned for real rest and health building—you eat, sleep, live—do all for health and well-being. The excellent food prepared and prescribed by dietetic experts, the physical training, the exact physical examination that gets at the true source of ill health, the medical advice and treatment for which the institution is famous the world over—these things all go to make a visit to Battle Creek substantially worth while.

Don't be content with “HALF-HEALTH”; get “WHOLE-HEALTH.” It lends a new aspect to life; it means greater happiness and bigger achievements. With “WHOLE-HEALTH” you win—without it the outcome of every business and social venture is uncertain.

The “LIBRARY OF HEALTH”—a series of interesting health booklets and HEALTH SELF-GRADING CHARTS will be mailed free—if you send the coupon now.

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You may send me the “HEALTH LIBRARY” and the “HEALTH SELF-GRADING CHARTS”—All Free and Without Obligation.

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BOX 230

News From the Clubs—Civics and Charity

Commission—a movement put on foot by the Business Men's League.

The club plans to have the Boy Scouts as its luncheon guests at an early date.—L. J. Penney, correspondent.

* * *

Hutchinson, Kans.: The club aided the other Rotary clubs of Kansas in getting an enabling act thru the state legislature this winter allowing cities to adopt the city manager form of government. Our principal civic activity at present is boosting to put over this new form at a special election. We are not doing this as a Rotary club but are unanimously for the proposition and Rotarian Garland Craig, secretary of the Y. M. C. A., is chairman of the big general committee in charge of the campaign.

Our last meeting in February fell naturally on Washington's birthday. Paul Sherman, the head of the Boy Scout movement in Hutchinson, was our guest and gave us a short talk. We have been lagging behind in this big movement but have pledged the services of the Rotary club to Mr. Sherman to help make a success of his efforts for the boys of our town. As a fitting climax to this patriotic day meeting we unanimously endorsed the city manager proposition and agreed to work for its adoption.—Lloyd A. Clary, correspondent.

* * *

Lexington, Ky.: The most important thing in Kentucky this spring was the question of tax reform. The Lexington Rotary Club adopted resolutions urging Governor Stanley to call an extraordinary session of the General Assembly, and after he had done so, invited him to be the guest of honor of the club and to make an address on the subject of revenue and taxation. This meeting was one of the most important presentations of the subject up to that time and was a distinct service to the city in awakening business interests to the need of proper methods in tax reform.—Griffin Cochran, correspondent.

* * *

Macon, Ga.: Resolutions, endorsing the action of President Wilson in severing diplomatic relations with Germany, were adopted by rising vote at the meeting on February 7, 1917. A telegram was dispatched to the President notifying him of the action taken by the Rotary Club of Macon.—Newspaper clipping.

* * *

Michigan City, Ind.: The slogan contest conducted by the Michigan City Rotary Club resulted in over one hundred different suggestions being received. The decision as to the most suitable slogan is in the hands of the board of directors.

The passage of a state garnishee law is being urged by the club, as Indiana business men feel that such a law is needed for the protection of the honest purchaser as well as of the merchant.

The movement for military training in the public schools of Michigan City has been heartily endorsed by Rotarians, and the recent vote of the school board to introduce the "Wyoming Plan" was the result of the co-operation of the Rotary club with other organizations. Lieutenant Conrad, of Culver Military Academy,

addressed the club on the proposed plan.—Earl R. North, correspondent.

* * *

Milwaukee, Wis.: The Milwaukee Rotary Club, which has always been a pretty live organization and served its community in divers ways, decided some time ago to try to do some real constructive work for their home town. They claimed that Milwaukee had been very much maligned, the inhabitants outside believing that it was a little German village the people of which earned their livelihood by working for one industry. Rotary believed this a rank injustice to the other 3,684 manufacturing concerns and so they have collected funds and are now starting a campaign to advertise the City of Milwaukee. They expect to use twelve pages in *The Saturday Evening Post*. The first page advertisement appeared March 17th. It was signed by the Rotary Club.

In addition to this they expect to carry on a local educational campaign and are calling to their assistance all other organizations in the city, the purpose of the campaign being to boost Milwaukee by educating the citizens of Milwaukee as to what Milwaukee really is. They expect to publish one truth about Milwaukee every week, using every known means of advertising for that purpose, including street car cards, interior and exterior posters, billboards, window signs, etc. Most of this space has already been donated. In addition to this, space has been donated on electric signs and in the factories beside each timeclock.

One Sunday in May is being set aside as Milwaukee Sunday and on this occasion the pastors of the various churches will preach the sermon on Milwaukee. One truth a week about the city will be placed on the blackboards of the schools. In the early spring there will be a Milwaukee Week when all the stores will be requested to display Milwaukee made merchandise entirely.

This entire campaign was planned by Rotarian Walter F. Dunlap of the advertising firm of Klau-Van Pietersom-Dunlap, Inc. The entire work is being carried out without profit to anyone, even the printers and plate men donating their services or making their merchandise for actual cost. The Milwaukee Forward League has been formed to take charge of the movement locally and Rotarian Edward Hoffman, president of the club, has been named chairman and Rotarian Dunlap, second vice-chairman.—Walter Dunlap.

* * *

Newark, Ohio: The club has been devoting much of its time along educational lines in co-operation with the Chamber of Commerce and the public schools. On the eve of Washington's birthday the club joined with the Chamber of Commerce, the schools and civic societies in a big "Americanization Night" demonstration of over 1,500 people, which was addressed by Gov. James M. Cox and which he pronounced as one of most unusual meetings held in the State of Ohio. There were present in the audience and on the platform naturalized citizens and citizens in the making. One other feature of interest was an historical pageant. The decorations were placed by the Civic Association of the Newark



*In all places, then, and in all Seasons,
Flowers expand their light and Soul-like wings,
Teaching us, by most persuasive reasons,
How akin they are to human things.*

—Longfellow.

Send Them Flowers

¶ When you wish to remember your friends at home or abroad, why not send them something that will convey a message of human sympathy and feeling?

¶ Flowers can do this more effectively than anything else, for as Longfellow says—

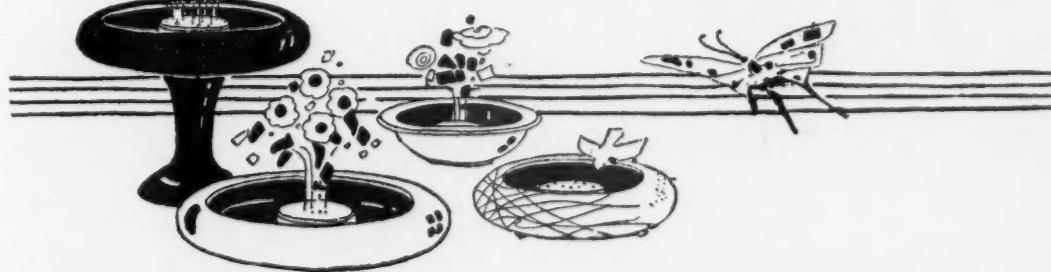
¶ ***"They are akin to human things."***

¶ And it's so very easy the *Rotary way*—just 'phone or write your local Rotary Florist and tell him what you want and 'he will execute your commission. The expense will be no greater than it would if you were sending flowers right in your own city, unless you delay giving your order, then the small cost of telegram will be added to your bill.

¶ The flowers will reach destination fresh and crisp because they will be delivered by the Rotary Florist in the city where you ask to have them sent. The Rotary Florists have established this special arrangement whereby they may be of greater service to you.

—Publicity Committee of the
Florists' Section in Rotary

Send Them Flowers



You will be serving your advertisers if you will mention THE ROTARIAN when writing them.

News From the Clubs—Civics and Charity

High School. Much of the success was due to Rotarian Wilson Hawkins, city superintendent of schools.

The club took an active interest in the campaign to raise \$4,000 to carry on the work of the Associated Charities and the Public Welfare Bureau for the coming year. Members served on committees to raise the funds. Rotarian E. C. Wright is president of the association and Rotarian W. E. Hopkins is its director.

Fifty-two members of the club were present at a joint luncheon given by the Chamber of Commerce and the Rotary club.

The club has made an appropriation of \$85 for cash prizes in the school gardens contest this spring. The Chamber of Commerce gives \$75 to buy the seeds. More than 1,000 children will till the soil under direction of Prof. Hopp, agricultural instructor of the High School.—Geo. H. Mosser, correspondent.

* * *

New York, N. Y.: Seventy-five boys were the guests yesterday at the boys' day luncheon of the Rotary Club. The members who had no sons of their own brought their office boys. After the luncheon, talks were given by Dr. Frank Oliver Hall of the Church of the Divine Paternity and Dr. John Haynes Holmes of the Church of the Messiah. One of the features provided for the boys was a drawing in which the winner was to receive a course of twelve boxing lessons donated by Dr. Joseph B. Knipe. The winner was Claude Tassey. The other boys received small banks the keys of which are to remain with the secretary of the Rotary Club. The boy who has saved the largest amount of money a year will receive a prize.—Newspaper clipping.

* * *

Oakland, Cal.: The club has finally completed the establishment of the Boy Scout movement in Oakland. A Scout executive has been secured and commodious quarters, with an excellent gymnasium, obtained for the boys. The quarters were dedicated on Washington's birthday by the Rotary club and other Oakland citizens.

Several prominent men have addressed the club during the past month, among them being John Francis Neylan, chairman of State Board of Control; Will M. Cressy, actor philanthropist; and Julean Arnold, U. S. commercial attache at Pekin. As a result of these addresses, the club appointed a committee to cooperate with Mr. Neylan to obtain a better understanding of how the state's business is conducted.

In February, the orphanages, schools, and other institutions containing children were canvassed and three thousand children and two blocks of Rotarians, in automobiles, went to the Orpheum Theatre to hear Mr. Cressy's travelogue of child life around the world.

Julean Arnold's talk about the possibilities of China and the Orient has started the organization of a class to study the Chinese people and their affairs.—J. R. Munsell, correspondent.

* * *

Orange, N. J.: We have just received a report of our Entertainment committee on the success of the Rotary ball given on Thanksgiving eve. The ball was for the Benefit Fund of the

Soldiers Family Relief Committee of Orange, which had undertaken to assist those families of the Fifth New Jersey National Guard who left their families without any means of support, thru no fault of theirs, when ordered to the border. The Rotary club was able to turn over to the Relief Committee, \$554.70.—J. W. Farrell, correspondent.

* * *

Peoria, Ill.: Peoria has two well established habits. Both are selfish. One is the Big Brother dinner where every Rotarian finds one or more boys who will be his dinner guests. We think the boys enjoy it. We know that youth and truth, happy memories and good intentions pyramid for the old boys. The second is our Christmas cheer. About six hundred children know the Rotary club is in good standing with Santa Claus and every member tries to keep this trust by carrying the basket personally, as a privilege, to the grateful youngsters.—S. B. Price, secretary.

* * *

Piqua, Ohio: With its monthly dinner in February, the Piqua club began its campaign of education for a commission or manager form of city government. The Speaker was Rotarian Henry M. Waite, city manager of Dayton, who was accompanied here by a group of Dayton Rotarians, including District Governor, Jacob Oswald.

The Piqua club now has 70 members and has maintained an average of attendance at luncheons of about 70 per cent. This was the first small city club authorized and its sponsors are gratified at the results achieved.

In January the club gave a Charity Ball which netted almost \$1,300, practically every dollar of expense being avoided by the voluntary work of members. Never in the history of the city had there been so beautiful a party and never had so large a sum by half been raised for charity by any organization.

The club also has provided the initial sum for the Boy Scouts, paid a \$200 reward for the conviction of robbers who held up Rotarian E. C. Scott, jeweler; secured a valuable collection of Indian relics for the public library; secured a proper and safe approach to a new \$150,000 concrete bridge; is supporting indigent families; encouraging boys in gardening; took the initiative in extending Rotary to the Philippines; has been represented at all large gatherings of Rotarians, including a 100 per cent registration at the Cincinnati convention.

Aside from these there have been many minor achievements and in the Chamber of Commerce campaign Rotarians secured the majority of 300 members with pledges for three years at \$25 per year.—H. Kampf, correspondent.

* * *

Portland, Me.: The Rotary club, February 9th, unanimously voted to send the following telegram to President Wilson: "The Portland Rotary Club, representing one hundred and thirty business and professional men of Portland, Maine, supports you in your stand for humanity and is ready to assist you in any way it may in preserving the honor and integ-



Fair List Prices Fair Treatment

GOODRICH

SILVERTOWN

Cord Tires

LOOK THEIR ARISTOCRACY

TIRE of royal pedigree is Silvertown.

Look down into it where its sinewy *two-ply* cable-cord structure is laid bare, and you will see why the Silvertown, marked with the *Red Double Diamond*, is a tire apart.

Inside and outside Silvertown looks its aristocratic lineage.

You see its aristocracy *INSIDE* in that exclusive *cross-wrapped* body, the patent-protected, *rubber-saturated* foundation of a tire, which conquers the *great destroyer* of tires—*internal heat*.

You see it *OUTSIDE* in the *extra-size* of the tire.

Out of its inimitable making come a *gasoline-saving* economy, a *smoother-riding* comfort, a *greater-mileage*, you can not afford to be without.

THE B. F. GOODRICH COMPANY, Akron, Ohio

Also maker of the famous fabric Tires—
Goodrich Black Safety Treads

Ten Silvertown Cord X-cels:

1. Increased engine power.	4. Speedier.	8. Give greater mileage.
2. Smoother riding.	5. Coast farther.	9. More resistive against puncture.
3. Fuel saving.	6. Start quicker.	
	7. Easier to guide.	
	10. Repaired easily and permanently.	

"SILVERTOWNS MAKE ALL CARS HIGH GRADE"

You will be serving your advertisers if you will mention THE ROTARIAN when writing them.

News From the Clubs—Civics and Charity

rity of our country."—Oliver P. T. Wish, secretary.

* * *

Roanoke, Va.: The club gave its annual entertainment for Charity at the Academy of Music. A great many local hits were made and the entertainment was very highly enjoyed by all of our people who, of course, were familiar, to a large extent, with the individuals and events which were impersonated. The event was known as the "Annual Rotary Gambol" and the club realized something like \$750 for charity.

We gave afternoon and evening free entertainments to the boys of this community, showing the Morgan film of the Curtis Publishing Company, also giving a series of special talks preparatory to the organization of a permanent Boys' Club, which it is expected will be incorporated, and the object of which will be to promote the social, industrial and athletic welfare of all the boys.—G. Otis Mead, correspondent.

* * *

Rochester, N. Y.: The club distributed \$600 among the poor of the city the first of the year. Each member gave two dollars. Tons of coal, baskets of provisions, food and clothing of every sort were sent to needy families.

Rochester Rotary was first in the field to arrange a "Welcome Home" to Troop H, after eight months' sojourn on the Mexican border. Each Rotarian member was assigned to act as host to a trooper at a luncheon.—H. C. Goodwin, correspondent.

* * *

San Jose, Calif.: The Rotary Club has started classes in citizenship at the Grant and Gardner schools for educating foreigners so that they will know how to read, write and learn enough about the American government to become intelligent naturalized citizens. George N. Herbert is chairman of the club's Committee on Naturalization and with the assistance of Chauncey Tramutolo, Alex Sherriffs, Dr. D. M. Denegri, Louis Campiglia and Charles R. Parkinson, two very successful meetings took place with over one hundred in attendance. Tramutolo talked to the Italians in their native tongue, rebuking them for their lack of interest in seeing that their children became properly educated to fit them to become good citizens in the land of their adoption. Chairman Herbert suggested that the naturalized citizens would have the first chance to get jobs in his employ. Tramutolo said that out of fifteen thousand Italians in the county, only 1,200 were citizens. After the addresses, two citizenship classes were formed.—Newspaper clipping.

* * *

Shawnee, Okla.: The Club entertained Col. Harvey and his Ozark Trail Boosters with a luncheon, served by the Domestic Science Class of the Shawnee High School. At this luncheon it was decided that the Rotary Club could and would take first place in improving the city and county. Altho no effort was made to raise funds, three members pledged \$100 each per month toward the completion of that portion of the Ozark Trail assigned to Pottawatomie County. The \$2,500 per month needed is expected to be raised shortly. Great interest and en-

thusiasm is being shown by each member toward any and all things for civic betterment and also for the advancement of the interest of Rotary.—C. S. Thompson.

* * *

Shreveport, La.: "Admiral" W. R. Helie, is father of the One Hundred Thousand Population Club, born of the Rotary Club, a population of one hundred thousand in Shreveport by 1925 being the object of it. The child was born in January. Mayor Ford, O. A. Wright and others, all good Rotarians, in brief but blunt manner, conveyed to the ears of their listeners how Shreveport stood in its own light. The club bids fair to be a great success.

H. F. Brethauer, secretary of the Y. M. C. A., suggested a local "Thrift" campaign in connection with the national campaign conducted by the Y. M. C. A., which was indorsed by the Rotary Club. Twenty-five of the members address 4,000 school children on this subject and posters showing the thrifty and thriftless were displayed in many of the public buildings, under the auspices of the Rotary club.

An "Old Hoss Sale" was held recently and the proceeds, amounting to a generous sum, were turned over to the North Louisiana Anti-Tuberculosis League for "The Pines" sanitarium. The regular noon-day luncheon was abandoned and Leon B. Loeb, chairman of the month's entertainment committee, officiated as auctioneer. Each Rotarian and many guests brought or sent parcels to be sold, the value of the contents and the name of the donor appearing on the outside of the wrapper.

J. C. Pugh address the club in February on the Monroe Doctrine.—D. H. Bancroft, correspondent.

* * *

Superior, Wis.: A resolution was passed by the Rotary Club asking the Wisconsin legislature to send a committee to the conference of North Wisconsin counties, held at Eau Claire in February for the purpose of framing legislation for developing the northern part of the state. Another resolution was passed asking the legislature to appropriate \$5,000 for the Tri-state fair to be held in Superior this fall.

Members of the club are taking up with business and public spirited men of the city the proposition of floating the American Flag from sunrise to sunset each day to stimulate patriotism among the people.—Newspaper clipping.

* * *

Syracuse, N. Y.: A valentine was sent to each Syracuse Rotarian in the form of an invitation to a dance held at Solvay Guild Hall, on St. Valentine's Day. It was given by the Solvay Circle of Solvay Guild to increase the fund already subscribed by the Rotary club to procure an additional nurse to help care for the cases of sufferers in Onondaga County and Syracuse. A check for \$300 was received by the Guild.—J. Russell Paine, correspondent.

* * *

Troy, N. Y.: Since the lecture delivered here in January by Rotarian Allen D. Albert, on "Forces That Make Cities," under auspices of the Troy Club, our fellows have had an increased enthusiasm for city welfare work, quite a number,



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News From the Clubs—Civics and Charity

not theretofore members of our Chamber of Commerce, becoming such. The lecture antedated, by a week or so, a Chamber of Commerce membership campaign, at the inauguration of which our club was address by Rotarian Roy S. Smith of the Elmira Rotary Club, who was here as the manager of the campaign. Our club also had a special meeting and pledged its support collectively and individually. The Albert lecture, followed by the energetic activity of our club, paved the way for the most successful campaign of this character ever achieved. From a membership of about 300 in the Chamber of Commerce, the total number was increased to 1286 in five days and many more subscribers are to be heard from. Nineteen teams were actively engaged in enrolling members, of which eleven were captained by Rotarians. Of the total number of team workers 40% were members of the Troy Rotary Club. This information is sent not in a sense of vain-glory, but as an evidence of the teachings of Rotary practically applied to community welfare, and therefore of interest to the field generally.—A. B. Mallory, correspondent.

* * *

Victoria, B. C.: A rousing greeting welcomed Rotarian A. E. Todd at the club luncheon following his accession to the civic chair of Victoria at the recent municipal elections. Mayor (previously Alderman) Todd takes a keen interest in club affairs and is always one of our most regular attendants. He is well-known on both sides of the line thruout the Pacific Northwest as president of the Island Automobile Association, a vice-president of the Pacific Highway Association and a persistent worker for the cause of good roads. His name is especially identified with the Georgian Circuit, a tourist route which opens up several hundred miles of splendid mountain and forest scenery along the coasts of Washington and British Columbia.—T. J. Goodlake, secretary.

Wheeling, W. Va.: Besides being honored by their selection as hosts of the conference of District No. 7, a second honor was accorded the Wheeling Rotarians by the directors of the Ohio Valley General Hospital as a reward of merit in recognition of the valued service rendered in securing financial aid from the board of county commissioners and the state legislature. The Club was advised that a Rotarian would be elected on the board of directors of the hospital. The club was to select the member. George E. Hause was appointed.

A large and enthusiastic meeting was held at the Fort Henry club on the evening of Feb. 27th as a belated celebration of George Washington's birthday and at the same time for discussing the Wheeling charter and listening to several interesting talks on Rotary. The meeting was a huge success.—Frederick W. Colmar, correspondent.

* * *

York, Pa.: Following the recent Christmas activities of the club, a bigger thing is now under way. As the name "York" links the city with the Wars of the Roses of fifteenth century lore, it has been known as The White Rose City for many years. In order to perpetuate this so that it will mean something to York, Rotarians have been active in bringing about the setting of a day each year for the closing of mills, factories, etc., when a general pageant with historic and other floats will be featured. The day to be set apart this year will be the 9th of June.

During the Christmas season Rotarians assumed the task of decorating the square. The club also interested itself in the York County Society for Prevention of Tuberculosis by helping that organization dispose of more than 21,297 Red Cross Christmas Seals in towns around where they had never been on sale before. Every member of the club is now an active member of this society.—E. M. Downing, correspondent.

"*Stunts*" and Social Events



Boston, Mass.: The burning of a part of the interior of the Lenox hotel made it necessary for the club to look elsewhere for accommodations for a few days. Rotarian John Shepherd 3rd came to the rescue and the annual Ladies' Night was held in the Colonial restaurant of his department store, opposite the historic Common. Vice-President Bamburgh felt honored when a classical and semi-classical musical concert was given by the telephone orchestra of thirty-six pieces. The music was greatly enjoyed, and the toastmaster paid a high tribute to the performers who are Bamburgh's associates in the telephone business. Singing and dancing and toasts to the ladies comprised only a part of the rest of the evening festivities. It was a real night of all nights, a genuine Valentine party.

The institution of monthly birthday luncheons has become an important feature, eagerly looked forward to by all who are blessed with a clear conscience as to their ages. "Doc" Carlton is the inspired toastmaster on these occasions and provides witty versified tributes to the characters

and qualities of the birthdayites. The January birthday party was made more enjoyable by the presence of Immediate Past International President Allen D. Albert. The club poet wrote the following verses:

ALBERT.

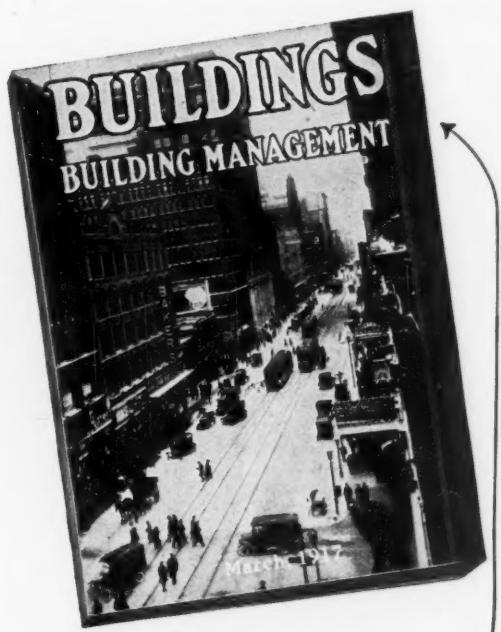
Air—My Hero.

*Albert, our only Allen D.,
Welcome from all.
Delighted is ev'ry Rotarian
When you call.
Come! Come! You can't come too often;
Our hats to you we'll Rotarily doff, then
Greetings extend,
Glad, proud that we are able
To call you friend.*

It was sung by the members with heartfelt feeling, and surprised Allen.—W. C. Bamburgh, correspondent.

* * *

Chattanooga, Tenn.: Ladies' Night was



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for more than 21,000
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News From the Clubs—"Stunts" and Social Events

celebrated at the Golf and Country Club. The season's debutantes were the special guests on this occasion. Over two hundred were seated around the banquet tables. Champs Andrews was the speaker of the evening and gave a splendid talk on Rotary, in which he brought out the points that brotherly love, co-operation and the necessity for teaching the boy the value of money and how to make a success in the right way, were the principal duties of the men and women of today. The annual prize distribution drawn for by the ladies displayed some costly and beautiful gifts. The entire evening was a great success.—Houstoun R. Harper, correspondent.

* * *

Cleveland, Ohio: February proved to be a patriotic month for our Rotary events. The regular monthly meeting was held on Lincoln's Birthday. Three splendid short talks were given by Rabbi M. J. Gries, Father Gilbert P. Jennings, and Rev. F. W. Luce. On Washington's Birthday our regular noon day luncheon was held. A splendid talk by Senator Harold Kessinger was enjoyed. Each member received a large steel engraving of "The Father of Our Country," presented by William F. Titgemeyer of the National Bank Note Co. F. A. Scott, of Warner & Swasey Co., then gave a most interesting talk on "The Industries in National Defense," dealing largely with the necessity of national preparedness and making comparison of the equipment now in vogue with that in use at the time of the Revolutionary and other wars.

—W. I. LeFevre, correspondent.

* * *

Corpus Christi, Texas: The entertainment committee put one over on the members of the club recently when they invited the ladies to be present and swore them to secrecy regarding their attendance. The ladies were already seated when the doors to the dining room were thrown open and the surprise depicted on the various faces was laughable. The only untoward incident of the lunch was when one member was fined for sitting with his own wife. Otherwise the affair was a huge success, the ladies responding to toasts as called upon by President Baldwin. It developed that several of the ladies could talk better than their husbands. The affair was so much enjoyed that it will call for an encore in a very short time.—W. C. Wright, correspondent.

* * *

Council Bluffs, Iowa: Rotarians demonstrated their ability to pull off "stunts" by getting up a big celebration in honor of the return of our local militia Company from the Mexican border. The boys were met at the train with a band and various local organizations and escorted to the Armory amid the shouts of thousands of fellow citizens who had congregated to welcome them home. The next day, Washington's Birthday, the Company was entertained at lunch together with the 3rd Iowa Regimental Band. That afternoon the band gave a concert to 4,000 school children at the Auditorium, and the Company gave a drill. In the evening the Band and Company were entertained at a banquet and then marched to the Auditorium, where a concert and drill were

again given for the older folks, followed by dancing.—W. J. Heiser, correspondent.

* * *

Elmira, N. Y.: The most novel and interesting evening meeting held by the Elmira Rotary Club was that at which the club members were guests of the Star-Gazette Co. at the building of that newspaper. The business meeting was held in the composing room with one hundred and fifty members present. I. S. Copeland, dean of the Elmira newspaper fraternity, gave an interesting address on the newspaper history of Elmira, after which W. J. Copeland, managing editor, and the entire staff demonstrated how a newspaper is made, from start to finish. Later delicious refreshments were served in the business offices. A brochure containing pictures of Paul P. Harris and the president of the Elmira Club were also distributed.

George A. Personius, photographer, recently entertained the club at his studio, offering as a special feature, pictures of the members taken during their youth. The pictures were thrown on a screen and evoked much merriment. Then Rotarian Personius put on the screen some laughable ideas which he had worked out. By combining different pictures he was able to show startling results. One member was shown gazing fondly into the eyes of his infant, but the infant bore the head of a member with whiskers instead of its own. Other combinations were equally as entertaining.—J. Maxwell Beers, president.

* * *

Erie, Pa.: The Big Brother movement is being taken hold of by the Erie club. Two meetings have been given up to the consideration of the subject and a number of the members have pledged themselves to be a Big Brother to one little shaver that needs such help. In this work the Rotarians are working in harmony with the Erie Boy's Club which already has such a movement going successfully. So many were the responses that the number of boys apparently needing such care is not large enough to go around and some of them may get two Big Brothers.

At the last January meeting "Father's Day" was observed. Every member who could, brought his father to the meeting and they certainly enjoyed the occasion. The speaker was A. P. Burton, born in Erie more than eighty years ago and the father of two active Rotarians. He told of the early days in the city.—Fred L. Weede, correspondent.

* * *

Fort Wayne, Ind.: The Fort Wayne club has hit upon a most natural and effective plan to enable the members to become intimately acquainted and to create the high degree of sympathy which should exist between Rotarians. One of its members, Edward A. Barnes, of the Fort Wayne plant of the General Electric Company, was asked to answer the question, "How Did You Happen to Choose You Present Vocation?" Some of us have been unacquainted with Mr. Barnes. In the few minutes in which he spoke, we learned of his ancestry, of his successes and his disappointments, his forward steps, backward steps and "sidesteps," until he attained to his present responsible position. Immediately, the club realized that it had hit

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News From the Clubs—"Stunts" and Social Events

upon a splendid plan. Now, once a month, a member will be called upon to answer the same question. We recommend the plan to other clubs.

A "jingle roll call" provided amusement at a recent Ladies' Night. Each member was made the subject of a jingle, as his name was called. Many were witty and clever but space prevents reproducing them.—B. J. Griswold, correspondent.

* * *

Grand Rapids, Mich.: President Tyson, with the assistance of P. B. Schravesende, chairman of the entertainment committee, has succeeded in bringing up the attendance at meetings to 75 per cent. This was accomplished by each member pledging himself to see that 10 members were notified of the meeting each week. A raffle is held at each meeting and some valuable gifts, donated by the club, have been won. Recently a new and novel plan for getting better acquainted and cementing closer business relations between members was tried out with great success. One member publicly paid another member \$5 which he owed him, requesting that this same bill be used in purchasing articles from other members of the club. As the bill was passed along, each man attached to it a slip of paper bearing his name, and at each weekly meeting a report is given as to how many different members have received the bill during the week.—C. B. Hamilton, correspondent.

* * *

Greensburg, Pa.: The Rotary Club of Greensburg spent an enjoyable evening when, as the guests of President Frank B. Miller, they visited the Crow's Nest Mine of the Keystone Coal & Coke company, of which President Miller is secretary. Crow's Nest is one of the model mines in the great bituminous field of western Pennsylvania. Two miles under ground the boys had their pictures taken. Following the trip under ground they enjoyed a big feed at Rotarian Joe Mitinger's establishment.—E. A. Sweeney, correspondent.

* * *

Hamilton, Ont.: A recent luncheon, at which Bob Smith of the G. W. Robinson big department store was the speaker, had a unique feature. Invitations were sent out and each was accompanied by a box containing one silk sock. The mate to the sock marked the luncheon table place of the member who had received it. Much fun ensued in the effort to get each one properly seated and great was the chagrin of the bachelors and men without children when the "mates" to the socks they carried, proved to be tiny baby socks. A lively time followed and was much enjoyed by all.—C. Reid, correspondent.

* * *

Huntington, W. Va.: The Domestic Science Class of the High School served luncheon to the club in the school building. More than one hundred were present and the efficiency displayed by the pupils of this class, led by their supervisor, Miss Anette Harvey, deserves special mention. Indications were that there would be about 70 present and preparations were made for that number but when more than one hundred guests arrived, it did not seem to disturb these pupils and their supervisor, and all were taken

care of. After the luncheon, the club repaired to the library, where Judge Holt gave an address. Each Rotarian was fined twenty-five cents extra, beside the cost of the luncheon, this sum to be



Huntington (W. Va.) High School where Rotarians were entertained at lunch.

donated to the Domestic Science Class for additional equipment for the department.—Newspaper clipping.

* * *

Indianapolis, Ind.: A minstrel show was the feature of the annual joyfest on February 15, at the Murat theatre. Along with the regular singing numbers which form part of every minstrel show, there was a comedy skit entitled "Pep," written by Rotarian William Herschell. This was in the nature of a travesty, inspired originally by a page advertisement by a local firm, in one of the city newspapers, using the slogan "Wake up, Indianapolis," which caught the notice of the Rotary club. The whole theme of the comedy was to illustrate plainly that Indianapolis was very much awake and, as acted by the Rotarians, created much merriment and helped to make the minstrel a huge success. The theatre was crowded and over a thousand dollars was realized, which was turned over to the entertainment fund.—William Herschell, correspondent.

* * *

Lansing, Mich.: A combined Ladies' Night and Valentine party provided a series of interesting stunts. The ladies were invited to bring friend husbands as their guests. When all were seated at the table, if husband and wife or the lady and gentleman who came together, were found seated next to each other, they were fined and separated. In this way all were changed 'round so that none knew who was seated next to them. Then, in turn, the men had to get up and introduce their ladies by maiden names and the ladies introduced their men by given names and business. Immediately after all had become acquainted, Rev. George Cady lined up all of the married Rotarians with their wives, gave each wife a 5c gold wedding ring and remarried the entire bunch. The mixup occasioned considerable merriment which helped to make the evening a most enjoyable one.—Clark R. Graves, president.

* * *

Lexington, Ky.: Rotary service was exemplified at a meeting in February at which Secretary J. F. Battaile was chairman. Frank

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News from the Clubs—"Stunts" and Social Events

had telephones at various places in the dining hall and arranged for conversations between business men before and after they had caught the Rotary spirit. Some of the conversations proved edifying as showing the change in the men due to membership in Rotary and their efforts to render Rotary service.—Griffin Cochran, correspondent.

* * *

Lima, Ohio: Rotary in Lima opened up the month of February in a lively, slap-bang style with a minstrel show that exceeded even the expectation of the entertainment committee. The Lima club, if we do say it ourselves, has some real artists. The monthly dinner was held in the Elk's Home where a stage was specially built for the show.

Pictures of the International Convention at Cincinnati, were upon the program and brought back happy memories to all those who had attended the occasion.—Ralph C. Gensel, correspondent.

* * *

Michigan City, Ind.: One of the most exciting events in recent Rotary history took place on Valentine day. A number of the members of the club had failed to have their photographs taken for the roster and at each plate was a "proof sheet" with the following announcement: "The only picture we could secure of the following members, which we will be forced to use, if they do not visit Calvert at once." The pictures were from the "scrap heap" of one of the local newspapers. They varied from Brownies to a donkey. Just at the close of the luncheon two policemen appeared with warrants for the arrest of the unphotographed men and hustled them into the waiting patrol wagon which took them to the photograph gallery, the other members accompanying them as an escort.—Earl R. North, correspondent.

* * *

Peoria, Ill.: With an entertainment commit-

tee of four, each member furnishing the program in regular order and aiming at the "best yet," we have some stunt contributions. "The Old Town" done in picture and in verse took us back to frontier days and then brought us up to 1917.

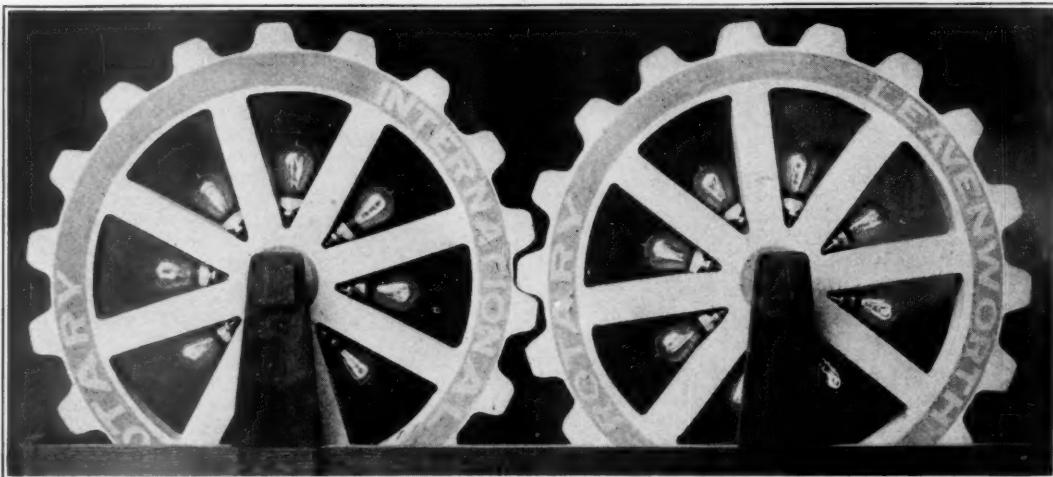
At one noon meeting held in the salesroom of our automobile dealer, a trial of his car was held. Prosecuting witnesses and jurors were drivers of "other cars." After all evidence was in, the car on trial was "acquitted" and adjudged to be the "only car."

Ladies' Night was a combination gridiron cabaret. The dinner was served on small tables leaving large dancing space to be used between courses. It was. Pictures of the members in long dresses, "knee pants," and first "galluses" shunted any remaining dignity into the forgotten hour. Some studious work by our philologists resulted in queer names and strange characteristics being quite chummy. The origin of names is more than interesting. It is risky.—S. B. Price, correspondent.

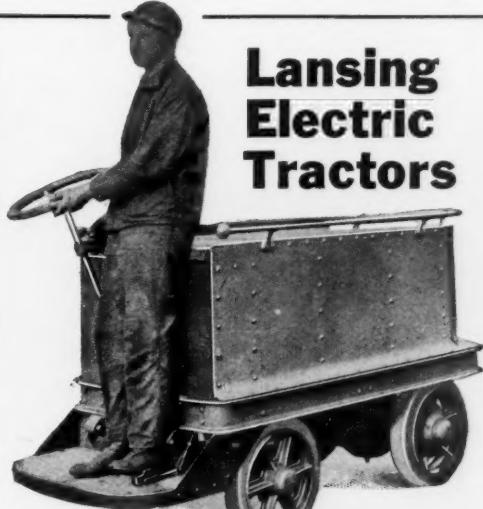
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Roanoke, Va.: Our club had a most delightful Ladies' Night recently, at which time nearly two hundred were present, including the members and their ladies. The most interesting feature may be of interest to others. At the beginning of the reception, Rotarian Waller R. Staples welcomed the ladies. Near the orchestra and beside the piano had been prepared a huge acorn in which Miss Florence Newcomb was concealed. After Judge Staples had been talking about two minutes, a chord was sounded at the piano, the acorn opened and out stepped Miss Newcomb, with outstretched arms, towards the speaker and sang, "Judge, we're just a wearyin' for you." The speaker was greatly surprised by this interruption and his speech immediately terminated amid the deafening applause.—G. Otis Mead, correspondent.

(Continued on page 378)



Revolving Rotary emblems used by the Rotary Club of Leavenworth, Kansas, at a recent Ladies' Night, to give a visible demonstration of how the Leavenworth club and the International Association are "geared up" with each other. The wheels were of wood, about 2½ feet in circumference. They were electrically operated.



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News From the Clubs—"Stunts" and Social Events

Rochester, N. Y.: Annual Ladies' Night was held the latter part of February. Five hundred guests were entertained. All tables were round and set for eight people. The top of each table, thru the use of ribbon, was made to represent a Rotary wheel, the proper colors being used. Joe Mitchell Chapple gave a talk on "Famous Men and Women I Have Met." Mrs. Chapple accompanied her husband from Boston to attend the dinner.—H. C. Goodwin, correspondent.

* * *

Rock Island, Ill.: A joint meeting of the Moline and local clubs was held the evening of February 20th. Allen D. Albert was the speaker of the evening and his very able address on Rotary was a great treat to the members of both clubs. The tables were arranged in the form of a huge wheel, the hub being the "stag" table, a large round table at which the Rotarians who were unaccompanied by their wives were seated. Extemporaneous stunts, various and amusing, helped the members and their guests enjoy what proved to be one of the most successful meetings ever held by the Rotarians of these two clubs. —Newspaper clipping.

* * *

San Jose, Calif.: The San Jose Rotary boys in the "Valley of Heart's Delight" have in their ranks a number of enthusiastic hunters. Besides being the recognized home of sunshine,

entered the room, who proved to be Gallon's brother, John, from London, England, in America on business. Unknown to his brother, he had been invited to attend. Following the talks,



President Tragnitz presented Gallon with a unique loving cup designed for the occasion by Rotarian Edwin Imig. The base was a tin stew pan, turned upside down; the cup was a one-gallon milk strainer; egg beaters riveted on were the handles; a large sprocket wheel from a clock, set with a piece of glass, was soldered on one side to represent the Rotary wheel; on the other side was engraved "A Gallon Cup." The cup was filled with boutonnieres which Gallon presented to each man present. At the bottom of the cup was an extra one with a small parcel attached, which when opened, proved to be a gold locket watch fob, set with a diamond in the center of a Rotary wheel, and engraved "Presented to Walter J.



Return of the duck hunter members of San Jose Rotary Club.

fruit and flowers, San Jose and vicinity affords the best duck shooting in the west. Recently the boys in the picture surprised the members of the club by coming in during luncheon time in their hunting costumes, each with the limit of ducks on his shoulder. The spokesman, on being halted and fined for the interruption, reciprocated by inviting the club and its guests to a duck dinner the following Rotary meeting day.—Chas. M. O'Brien.

* * *

Sheboygan, Wis.: Rotarian Walter J. Gallon, for eight years manager of the Citizens' Telephone Exchange, was tendered a farewell banquet by the club. He is soon to become manager and treasurer of the Antigo Telephone Co. which, with E. A. Zundel, he has just purchased. The affair was called "Gallon Night." During the singing of "Smile, Smile, Smile," a stranger

Gallon by the Sheboygan Rotary Club, January 11, 1917."—Paul F. Hunter, correspondent.

* * *

Springfield, Mass.: There was an attendance of about 130 at Ladies' Night, February 2. A touch of gaiety was given by a variety of paper caps that crowned the diners' heads, and the seasoning of hilarity was enhanced by the biffing of toy balloons while the courses were being served. A curtained stage had been built at one end of the room, and behind its footlights a minstrel show was given after the dinner was ended. Dinner, speeches, show, the ladies, and the members, were the contributors to an evening of pleasure and Rotarian happiness.

February 16, at the luncheon, Immediate Past President William H. Shuart spoke on "The Importance and Activities of the Chamber

What Shall A Business Man Read?



WAS seated in the smoking compartment of the Pullman en route from Chicago to Boston when I engaged in an interesting discussion with a group of clean-cut, successful business men, as to what books a business man should read. Each of us in turn mentioned some particular book that had aroused our interest and whetted our appetite for more of this kind of literature. Yet, so far as any of us knew there had never been an attempt on the part of anyone to weed out the great mass of books published on business and make a selection of fifteen or twenty of the most important books on the subject. Our discussion led far into the night, and out of it grew a determination to apply my spare time in a wide and thorough search of business literature, from the beginning of things, for this very purpose. Others might not have the time or inclination. I had both, and so I set about the task, and it *was* a task. I spent several months conscientiously working out the idea. Over five hundred different books by different authors, old and new, were weighed in the balance and found wanting. Out of whole libraries I sometimes could find but one or two. The result of this painstaking work, in which I had the assistance of the best students and best read business men in the United States, was a selection of twenty-three of the greatest business books that have yet been written and that will live as long as business lives.

I am under the impression that there are thousands of active, clear thinking executives in this country who would be glad to know the result of my study. They realize that no investment can mean more to themselves or to the businesses which they control than this fundamental ground work gained from the best books on business. Familiar courses on salesmanship alone are not comprehensive enough. Executives need books that most comprehensively cover the whole situation.

Through my Personal Interview Letters which I am sending out to nearly 1,000 executives in the country, I tabulated and reviewed these books, that they might have the result of my many months' research. From their response I believe every business man who reads these books will thank me the longest day of his life for bringing them to his attention. If you want to be better acquainted with business literature, if your time for reading is limited, you probably will be interested in the selections I have made, and why I made them.

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News From the Clubs—"Stunts" and Social Events

of Commerce of the United States Under the Existing Conditions."

February 23, at the luncheon, Postmaster T. J. Costello and Assistant Postmaster E. T. Ballard told why Springfield urgently needs a new post office. It was the old story of population increase having far outrun government provision of post office facilities.—Stewart Anderson, correspondent.

* * *

Stockton, Calif.: The 12th anniversary of Rotary was fittingly celebrated by the Stockton club, Wednesday evening, February 21st. It was also the regular Ladies' Night, and in the days to come will be remembered as one of the historical events of Stockton Rotary. Reversing the natural order of things, the wives and women friends of the Rotarians answered the roll call, giving their names, introducing their husbands or friends as their guests for the evening, and giving their business classification. Another innovation was an address delivered by Mrs. A. E. Pryor, on the subject "A Woman's Point of View on a Woman's Question." We were honored by the presence of James Lynch, president of the San Francisco Rotary Club, also members of the San Francisco Rotary bowling team, who, by the way, defeated the Stockton Rotary bowling team in a spirited contest on Washington's birthday. One of the most eloquent patriotic addresses ever made in this city, the tribute to Washington, was given by Attorney Marion G. Woodward. The whole affair was characteristic of the Rotary entertainments and thoroly enjoyable.—J. C. Ahrens, correspondent.

* * *

Tampa, Fla.: Editors of the State of Florida were given a Rotary Press Breakfast recently by the Tampa Club. About 400 were present. Duplex Domino Razors, valued at \$5.00 each, were given by the Duplex Razor Co. thru courtesy of Rotarian G. C. Sheehan, and the Thomas Advertising Co., to each visiting editor. Many noted guests were present, among them being Hon. Hilary Herbert, former Secretary of the Navy. The program went off in splendid shape, many stunts were put on and the Political Playlet, playing up Hon. Sidney J. Catts, Governor of Florida, was a hummer. The whole affair was a huge success and created more publicity of the right sort than anything the Tampa club has ever attempted.—John Turner, correspondent.

* * *

Vincennes, Ind.: A splendid Valentine party was given by the club. Every Rotarian brought a lady and some of them brought three or four. One of the features of the evening was a series of valentines, a dozen or more read at intervals, hitting off different Rotarians. Toasts to the ladies were given by J. W. Comfort, Rotarian "skypilot," and Mayor James House, and responses were made by Mrs. W. M. Willmore, Mrs. C. W. Adams, Mrs. F. C. Wallace, and Mrs. Ida B. Zener.—James W. Comfort, correspondent.

* * *

Waterloo, Iowa: The Waterloo Rotary Club arranged a special program for the regular lunch-

eon, Monday, February 19th, to celebrate the anniversaries of Lincoln, of Washington and of Rotary. Several interesting addresses were made. The G. A. R. fife and drum corps gave a number of patriotic selections, and a mixed quartet sang patriotic airs. One hundred and eighty-three were present, consisting of Rotarians, their wives, old soldiers, their wives and widows of departed soldiers.—A. F. Gates, correspondent.

* * *

Waukegan, Ill.: Ladies' Night, the first occasion of this kind for the club, was staged in January. Herbert Angster of Chicago, past district governor, and Edward W. Hoffman of Milwaukee, president of his local club, were guests and spoke on Rotary.

A plan was adopted for bringing out the unsuspected talents of individual members of the club by designating a different member to preside over each meeting, who is obliged to arrange the entire program. This has revealed some surprising talent.—Paul Willis, correspondent.

* * *

Winnipeg, Man.: Ladies' Night was the feature of the entertainment on February 21st. George Bradshaw of the Grand Trunk Railway System gave an interesting illustrated lecture on "The Rotary Age." Music, dancing and a very sumptuous dinner followed. Three prizes were awarded, one of the qualifications being that the winners in every case should be accompanied by a lady. The evening was one of the most enjoyable in the history of the club.—Charles L. Wiggins, correspondent.

* * *

Zanesville, Ohio: The second annual Ladies' Night was held recently when Rotarian Joe Mitchell Chapple of Boston, editor of *The National Magazine*, was the speaker of the evening. His address, "The Crackling Logs in The Fireplace of Time," was in the nature of a travelogue. In the contest for the men Rotarian Moore won the prize, a ten cent "cut" glass piece, which, when he went to take it, was "accidentally" knocked from his hand and smashed on the floor. Immediately after a newspaper extra was distributed telling all the harrowing details of the accident and giving all the latest news of the meeting.—H. V. Bogart, correspondent.

* * *

"The Rotary Wheel" in New Form

With the January issue, "The Rotary Wheel," the Magazine of British Rotary, came out in a new form. It is a very attractive and interesting magazine and in the future is to be issued monthly instead of quarterly. Thos. Stephenson retains the position of editor, and the British Association of Rotary Clubs is the publisher. The office of publication is 6 South Charlotte Street, Edinburgh, Scotland. "The Rotary Wheel" now is practically the same size as THE ROTARIAN a little shorter and a little wider. The January issue had 32 pages of interesting Rotary articles, items of Rotary news, business articles and attractive advertisements.

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Conflict or Cooperation

(Continued from page 316) tween those who are putting their money and their executive ability into it and those who are putting their labor into it in a humbler yet equally indispensable way.

If we sense this—and act upon it—we shall be able to avoid the dangers which confront us, dangers which are drawing American industry toward the brink of a precipice, dangers which the conclusion of peace in Europe with its inevitable reaction upon our own national life, threatens to bring to a head before we are fully prepared to meet them. And in avoiding these dangers we shall be taking a great step forward by removing business from the realm of purely selfish commercialism and placing it upon a human basis.

Profit-Sharing a Solution

In view of these observations it is scarcely necessary for me to say that I believe profit-sharing to offer the most practical solution of our present day industrial problem. This is by no means a new idea. It has been gaining ground for years and today hundreds, if not thousands, of industrial and business concerns in this country have profit-sharing systems in operation. There have been many failures. On the other hand there are many conspicuous successes.

There is no one system that will fit all requirements. Today, according to a recent government report, no less than one hundred fifty different kinds of profit-sharing are in force in the United States.

Yet there is one single principle which is fundamental to all of them, or must be if they are genuine and hold the promise of success. That is, that the employe be given a chance to take out of the business a return based on what he puts into it; that he be a bona fide partner, even tho it be in a small way, so that he will feel that *your* business is *his* business, and so that he will have something in the way of "toil's reward" to look forward to besides a fixt stipend whose maximum is limited and absolute.

This is not charity. It is not philanthropy. It is plain business. It is business founded on a new condition and vital-

ized with a new ideal. It is business *humanized*.

The company of which I am the head last January adopted a system of profit-sharing with our employes. It is founded on the principle outlined above and each of our employes is given a number of shares in the corporation, to the purchase price of which his share in the annual dividends is apportioned.

The essential point is that it has proved successful. It solves our labor problem. It finds our company not a house divided against itself, not an establishment where antagonism smoulders, some time perhaps to break into open eruption, but an organization where all are working together for a common end—the business success which means to each and all a larger reward of toil.

The Square Deal for All

There is a new atmosphere in the establishment. It is something almost tangible—you can sense it as you step in the door. It is the atmosphere of optimism, of friendliness, of ambition, of enthusiasm. It is the atmosphere of *cooperation*. Our employes—that is to say our *partners*—are working *with* us, not *for* us. Our business is their business. Our prosperity is their prosperity. Our pride is their pride. Our interests are their interests. They feel, and with reason, that they are being treated justly, humanly. And when a man feels that, there is no room in his heart for discontent, disloyalty or hate.

All the average man asks in this world is a square deal. He may envy his more fortunate brother—that is natural—but give him what you know in your heart to be a square deal and you will remove the cancer of discontent, born of a sense of injustice, which is gnawing today at the vitals of an industrial system the most gigantic, the most wonderful, the most tremendous in its potentialities, that the world has ever seen.

And, after all, does this not bring us back to that precept of the Master, simple yet as eternal as time itself: "Do unto others as you would be done by."



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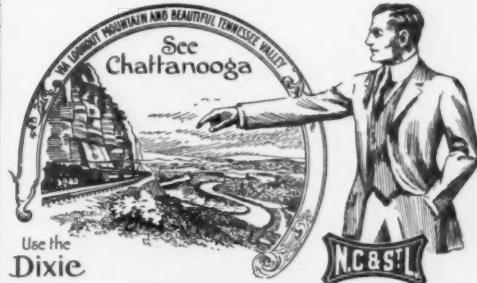
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The Welfare of the Worker

By T. M. Allison, M. D., Major, R. A. M. C. (T.) Newcastle, England.

(Reprinted from January, 1917, issue of the *Rotary Wheel*, the magazine of British Rotary).

THE Welfare of the Worker" is a subject of the first importance from both the individual and the national point of view. And first let us try and define the meaning of the term "worker."

Every man and woman is, or ought to be, a worker. "My Father worketh hitherto, and I work" was the manly boast of the Noblest and Best.

Strictly speaking, no man can be a gentleman who is not a worker. If this war has taught no other lesson, it has taught the value of work; and if it brings us back to duty and to work it will not have been altogether waged in vain.

The leaders of the Labour Party speak of the "working man" and of "the workers" in far too narrow and contracted a sense. There are few harder workers than the crowned heads of Europe; there are few harder workers than our sailors and soldiers; there are few harder workers than a country doctor; there are few harder workers than an arable farmer; there are few harder workers than a hospital nurse; and there are few harder workers than the widow who fights for her young. And whether poor or rich, ignorant or learned, wise with the wisdom of life or poor with our pretence of education, it should be the glory of all to be workers. Anyone who limits work or who despises work is morally degenerate, and a traitor to the happiness and well-being of his fellows. No father or mother, no preacher or teacher, can give a better example or precept than that of work.

Lessons Taught by War

To be a soldier in war and a worker in peace is the first virtue of citizenship; and to provide work—honorable, healthy, and properly remunerated—is in peace the first duty of a statesman or citizen. But it has taken the greatest war in history, with all its stress and sorrow, to make us a nation of workers. The war has also made us realise something of the two needs of primitive man—the production of food

and the production of weapons of war. We have reverted to the callings of tiller and arrow-maker.

The equilibrium between these two branches of production (of food and munitions) might be balanced to the great advantage of both. Thus the women on the land in winter might be sent into the factories in summer; and the factory workers, or a proportion of them, could gather in the hay and the harvest, and the change of work and environment would be a holiday engagement in the best sense of the term. What we need is vision and organisation.

In war there should, as far as possible, be only three classes—the food producers, the munition workers, and the fighting men. The food producers should be reinforced by the boys of the country, whilst two-thirds of the munition workers in factories should be women. The women have been a failure on the land, or rather the land has failed the women. Boys on the land would be a success.

The Needs of the Worker

As far as possible, the boys should go to the farms; the women to the factories; the men to the firing-line.

The fighting men might be divided into two classes—under and above forty. The former should be free to fight abroad; the latter (as the nucleus), together with one-twelfth of the male food producers and one-twelfth of the male munition workers, should form the Home Defence Force. Then, to their great advantage, all male workers would get a month's military holiday duty in the open in every year, and the full force of our fighting men would be set free for service abroad.

The welfare of the worker may be considered from three points of view—the physical, the intellectual, and the moral.

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The Welfare of the Worker

fancy, upon plain, wholesome food in childhood and youth, and upon healthy habits and environment throughout life. A healthy inheritance is the inherent right of every infant. Hence drunkenness and immorality are crimes against child life and the future of the race. If the parents eat sour grapes the child's teeth are set on edge. We have recently seen an attempt made to mitigate venereal disease. It is a typical example of British weakness and compromise. And if we wish to see the difference between courage with clearness and weakness with humbug, I commend my readers to the difference between our method and that of our colonies in dealing with this question. With regard to drunkenness, which diminishes healthy inheritance and also hits the food supply of the children, it would be no hardship to prohibit alcohol (except under medical advice) to everyone under twenty-one years of age. And it would be an unmixed blessing to have national fast days, to teach us healthy self-control with regard to alcohol. The Jew is not a drunkard. But the chief gods of Great Britain are gold and power, and her lesser gods are pretence, respectability, and cheapness. "The liberty of the subject" and "Force is no remedy" are specious pleas too deeply ingrained for even a big war to abrogate. And the gods of gold and power, in the shape of commercial gain, by swelling the price of food, and by selling profitable drink, must prevail over the healthy feeding and inheritance of our women and children.

Mothers and Children

The maternal feeding of infants is as valuable to young life as sunshine to the flowers, but commercial gain in selling and advertising patent foods seems to be of much more importance. We have lost our teeth, and our infants die in summer (like flies in winter) because artificial foods have taken the place of that provided by Providence. But the god of commercial gain must have his child victims like the gods of old. One thing, however, ought to be insisted upon—that the woman worker shall not neglect her child. It is a mere truism that in war men should be soldiers and women mothers, and that both, where necessary, should be supported by the State.

Quack remedies and patent foods for

infant life should be made as illegal as they are at present immoral, and the plain, wholesome feeding of children with porridge, potatoes, broth, brown bread, and pure milk should be insisted upon in preference to tea, cakes, pastry, and sweets. Given, therefore, a healthy inheritance, maternal feeding, and healthy habits—especially the healthy habit of work—there is left to us the consideration of healthy homes and workshops.

Healthy Homes

The blood horse, the shorthorn, and the pig are often better housed than the soldiers and workers of Britain. The child of the country can see the stars, but the child of the slums may only see the sewers. And yet the housing scandal could readily be remedied by free trade (under fair conditions) in land and labour were it not for commercial gain, the cowardice of politicians, and the strictness, too often, of by-laws and Trade Union conditions. But I am not without hope that, out of the comradeship of arms, there will arise among the officers and men who have faced the same death and beaten the common foe a nobler understanding and the wish for national betterment and improvement. I am hopeful that in future the owners of land will take more pride in healthy and happy human beings than in shorthorns and southdowns.

And there is always hope so long as there is the spirit of the gentleman amongst the aristocracy and the working men, just as there is so little hope amongst the politically and commercially blind.

If I were rich, I would love my neighbour by putting sunlight and garden round his cottage, drain-pipes into his fields, and damp-proof courses into his farms. I would try and make a bit of England a merry and healthy spot.

Healthy Environment

Healthy environment depends upon the home conditions and the working surroundings. Whilst little has been done for the former, much has been done for the latter, and yet much more remains to be done.

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The Welfare of the Worker

order, and the absence of common cleanliness and refinement are too often evident about workshops and factories. And one of the great weaknesses in our factories is the absence of proper lavatory and sanitary accommodation. Again, workshops and factories ought to be standardised, and the building plans should be submitted—not to chance, nor to dilatory and vexatious Government officials, but to capable architects with sensible views and broad sympathies. The best model for a workshop would be on sanatorium lines, where light and air with shelter and comfort are obtained. And if an architect, especially a woman architect, were a director on every board of big companies the whole community would be much the gainer.

One other consideration is this—that no working week should exceed six days, and no working day should exceed eight to ten hours. Comfortable dining rooms should be provided, where there should be plenty of time to take properly cooked meals at proper intervals. An hour should be given for the mid-day meal, and half an hour for a pleasant and profitable talk afterwards. Sunday labour, as far as possible, should be abolished.

Intellectual and Moral Welfare

All work should be congenial, because all work that is necessary and is well done can never be lowering. Work is, and should be considered, honourable. The teacher at school should extol work, the foreman and manager should give lectures on efficiency, and the directors should encourage efficiency, order, economy, and thrift. Efficiency and education could best be encouraged in the half-hour following the mid-day meal. It is highly desirable amongst the workers to encourage the spirit of discipline, and amongst the women workers self-control and self-respect.

There should be a minimum wage, and a fair percentage of all profits to the workers.

And this, in my opinion, could easily and properly be done by Act of Parliament.

The moral welfare of the workers, especially of the women workers, depends upon the tone and example of the management. Official supervisors, if and when necessary, in the case of women workers,

should be very carefully chosen. They should be ladies in the best sense of the word, *i. e.*, *gentlewomen*, not faddy and fussy and patronising, and aware chiefly of their own importance. They should be aware of the feelings of the workers, and of the wishes of the management. They are not there to cause trouble, to foment strikes, or to injure output. They are there only as the moral and physical *friends of the girls*. Probably the best type would be a middle-aged mother or nurse.

For the male workers a wise doctor of mature age would probably be the best supervisor. But why should you not have an inventor, a scientist, a doctor, a nurse, and an architect on the board of every big concern in the kingdom?

Limitation or Gain

Among the moral considerations are the mixing of the two sexes in factories, and, in my opinion, except that the manager and head foreman be men, the rest of the officials amongst women should be women, who also, as far as possible, should be *gentlewomen*, not in the sense of rank or education, but of disposition and of heart. They are and should be the true friends of the girls. They should inspire confidence and teach self-respect, for without self-respect there can be no morality.

And there is one moral consideration that should not be overlooked, *viz.*, that of equal wages and treatment for both sexes. Where women do the work of men equally well they should have equal pay. This rule is, I am afraid, much abused, and the women workers of the country are in some cases very hardly treated and sweated.

I wonder how many wars it will take before we have a moral limit to commercial gain, and a legal limit to commercial dividends? Commercial dividends, in my view, should never be allowed to be more than double the bank rate. If a firm can borrow money at 5 per cent, it should not be allowed to pay more than 10 to its shareholders. A legal limit to commercial gain would raise the tone and uplift the soul of commercial life. It would tend to allay the differences between labour and capital as little else could, and it would be just and equitable to the community.

Again, the workers on their part should

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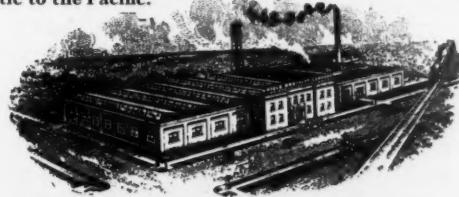
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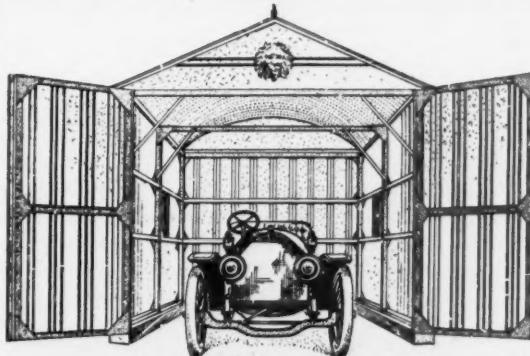
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The Welfare of the Worker

The suspicion of the workman and the selfishness of the employer should alike cease, and both, in my opinion, would cease if capital and labour were treated on lines of justice.—Major T. M. Allison, M. D.

contribute to an after-work pension or endowment scheme, so that after say twenty years' service they should not become chargeable to the ratepayers.

But till we begin to believe that *force is the real remedy for evil*, and that the real way to make men moral *is* by Act of Parliament; till we have liberty to do right, but not liberty to do wrong, there will always be chaos and confusion amongst the workers of our land.

The last consideration is a fair wage for a fair day's work, and it should be made as criminal to sweat an employee as it is dishonest to restrict output.

The suspicion of the workman, and the selfishness of the employer should alike cease, and both, in my opinion, would cease if capital and labour were treated on lines of justice and of right.

The welfare of the workers should be the first consideration of the capitalist, and if capital puts profit before health or life the Government should intervene. The directors should remove all tyranny, oppression, and wrong. And similarly the success of capital, and the quality and quantity of work, should be amongst the chief concerns of Trade Unionism. The leaders of Trade Unionism should take a just pride in trying to destroy all bitterness and suspicion, in other words, in removing all causes which at present undoubtedly justify their existence.

Then capital and labour would fulfil the golden rule of treating each other as themselves. And it would be well with the worker; well with the community; and well with the trade and commerce of our land.

THE EMPLOYER'S SERVICE TO EMPLOYEES

By Lester W. Hink, Berkeley, California

THE relation between the employer and the employe is a subject of vital importance and in the degree that this great problem is understood will a man measure his success, a success that will mean far more than the mere making of money.

For the past few years I have had the great pleasure of personal interviews with many employers and it was surprising to learn how little attention or thought was given to the mental development of the employe.

There are many types of employers. No two are exactly alike, but many have characteristics very much the same.

There is the employer with "pets." This man chooses several members from his organization, invites them to his home, mingles with them socially. He feels that this is the proper thing to do. He tells his wife and friends in a self-satisfied, offhand way, that he believes in mixing with his employes, that he feels as one of them, but he overlooks the fact that he mixes with only a chosen few.

An employer who plays favorites is sure to create misunderstandings and jealousy among other members of the organization and his position automatically becomes far from ideal. As a rule, employers of this type mean well but a certain unexplainable something makes harmony almost impossible of attainment. Having favorites causes certain decisions to be questioned which otherwise would have been passed unnoticed.

An employer will have a tendency to lean toward those with whom he has an intimate acquaintance, altho very often unintentionally. Even if this were not true, accusations would be made to that effect.

All must be treated alike. The same satisfactory adjustment cannot be made, the same feeling of equality and justice will not exist among the employes, when intimate relations exist among the chosen few. Then follows disloyalty, disrespect and lack of confidence.

There is the slave driver type. He feels that even a "good morning" is super-

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The Employer's Service to Employees

fluous. He thinks that more can be gotten out of his employees if he keeps them in constant fear of him. He says the more you do for them, the more they expect; and that no matter what you do they never show appreciation.

This type of employer, tho often fairly successful in making money, can never get the best out of life and as a rule, his friends, if friends they may be called, have the same feeling toward him as he has toward his employees.

Another type is a man who tells how kind he is to his employes; how he plans and how he thinks for them; then in a confidential way, he adds that he finds this a wonderful scheme because he can get more work out of them, and that means more profit for himself. A man of this caliber is piling up insincerity, which in time will be sensed not only by every member in his employ but also by every man or woman whom he meets.

Cooperation and Equality

The question then arises. What is the relation between the employer and the employee? I say that it is absolute cooperation, sincerity and their by-product, harmony.

There is a way to get it. Plans we must have, and it may be well to enumerate a few, but after all plans are but a secondary consideration.

Every firm should have a profit sharing system. It is only fair and right that employers should be entitled to a fair rate of income on their investment, but after that fair rate has been reached, I believe that the surplus should be divided on a 50-50 basis with the employes according to time of service and pro-rated according to the salaries. This plan will create intense interest from the little wrapping girl up to the superintendent, for all will be working hand in hand and for the same result.

There should be equality among employer and employee and also among the employes themselves. Very often an employe, on account of salary and position, feels that he can over-ride members that are less important in the organization. There should be an enforced rule that no one should be allowed to use harsh

words in criticism or correction and it must be understood that a subordinate has the liberty to resent words that are address to him or her in an unkindly manner, without fearing loss of position. This plan enforces thoughtfulness, consideration and will control, and sooner or later these will become as second nature.

Thrift should be enthusiastically encouraged and it is well to establish some form of savings bank in which employes are encouraged to deposit at least 5 or 10 per cent of their monthly salaries at a fair interest rate.

Provision should be made for a Mutual Benefit Association to care for the sick and at least 25 per cent should be added by the employer to the monthly dues collected among the employes.

Need for Understanding

A great fault I find among employers is their reluctance to take advice from their employes. A suggestion box should be installed wherein members could express their ideas. Liberal compensation should be given when suggestions are made that can be used to advantage. This plan encourages cooperation and at the same time lets the employer know who is taking an interest in the organization.

Dissatisfaction among employes nearly always is caused by misunderstandings over salaries. If an employe believes he is entitled to an advance, he should feel at ease to so express himself. If an advance is due, the request should be granted; if not, the full reason should be thoroly explained to him. If, after an interview of this kind, there still seems to be dissatisfaction, an employe should be asked to resign. "You can't brood and breed ideas at the same time," patly says Herbert Kaufman.

Now these plans may be all very good, but the underlying principle of the relationship between the employe and employer is still the main consideration. Employers stop at nothing that is fair or just to make their home environment the very best. We want our children to have the very best education, good companions, etc. In every way we want them so prepared that their futures may be assured.

If the employes assist in making for an

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The Employer's Service to Employees

employer the wherewith to accomplish these things, why should not the employer, insofar as it is in his power, give them the same opportunity? He should try to teach them the wisdom of reading good books, of keeping good company, the great power of right thinking. He should show them how this would give them a longing for something better, how then they would not be satisfied with the same old environment, and how this would lead to improved circumstances.

But in the relationship between the

employee and the employer, there is something still deeper. The employer should be an example to his employes—an inspiration. He should be sympathetic, kind but firm, sincere—absolutely sincere in everything he does and says. In this way he will earn their confidence and in earning their confidence, he will be in position to drive home the *greatest wedge of all* and that is to *create within them a desire to improve their intellects*, which after all is the greatest step toward advancement, happiness and prosperity.

HOME OWNING AND THE LABOR PROBLEM

By Henry C. Hawk, Battle Creek, Michigan

HAVE you ever thought what it would mean if each of the ten to fifteen million wage earners in industrial lines in the United States should own or control an acre of ground and raise thereon \$100 worth of produce each year to apply to the food bill of something like \$400 per annum per family?

This has been done in many instances. Why might it not be possible of accomplishment universally?

One and a quarter billion dollars of produce value added to the annual food production of the country would mean a sufficient surplus to assure a reasonable living cost.

If our friends engaged as industrial wage earners could and would follow this suggestion, they would produce nearly one half the value of the total annual American exports of all kinds in these record breaking years, and thus create a balance of power in surplus production that would control food prices and keep them within reasonable limits.

Good to be Expected

One hundred dollars per year per acre of living values might be considered a reasonable achievement, by intensive cultivation and the proper direction and utilization of available labor. What else would result?

First:—Wholesome outdoor exercise after the confinement of the shop or factory. As rest is merely a change of occupation, one might find quite as much rest at (what is called) work in a garden,

as he could find with his stomach up against the saloon bar, or playing—whatever is played—in the back end of a cigar store, or in a hundred other ways.

Second:—An increase of family happiness in closer association. Frequently, present methods of spending surplus time do not produce the best family understanding.

Third:—Fewer and less expensive good clothes than if more time were spent "down town."

Fourth:—Less expense in entertainment. The expense in entertaining comes in crowds and hilarity.

Fifth:—Better and more wholesome food.

Sixth:—Better health.

Seventh:—Fuller and freer enjoyment.

And above all else the wage earner will be better able to do more and thus *earn more money* for himself and his employer next day and therefore he will be nearer deserving a practical eight hour day.

Employers would certainly be quite as satisfied to have their employes accomplish as much in eight hours as a fair ten hour day's work, but usually the shorter the hours the less efficient the work, because the *rest hours* are not always spent wholesomely.

Apply to All Men

These suggestions as to the profitable use of time are not meant to be applied alone to the man whom we are accustomed to call the laboring man. His great

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Home Owning and the Labor Problem

"American independence" quite naturally resents the prescribing of a program for his rest hours; he believes that if the eight hour day is right, it is right on principle, and that the remaining hours are his to do with as he pleases.

We do not therefore pass judgment, or imply criticism on someone else, but on all who are laborers with muscle or mind, everybody who works. Wouldn't we all be better off, and the world immeasurably so, if we made more profitable use of our spare time and spare resources; hung onto the hoe handle more, and the bar handle less; dug for gold in the dirt, instead of in jackpots; cultivated a love for doing instead of a love for loafing?

We are wasteful, neglectful of opportunity, hesitant about making or taking trouble. I assume to make the criticism general.

Efficiency is more important than hours of work to employers and the country generally. That American people shall understand what efficiency is, may be found to be of the primest importance when they come into the world conflict with highly trained and aggressive forces contesting for world trade; and this conflict is as sure to come after the war as that the sun will rise tomorrow.

Employers alive to their own best interests, if for no other reason, must be interested in the welfare of their employes over and above mere production consideration. I think that every employer with a full sense of his responsibilities, in order to satisfy his best impulses, must realize his duties to his employes; and without becoming disagreeable in directing their enjoyments or methods of living, still maintain an open and interested heart for whatever of troubles and tribulations, joys and prosperities may come to those whose livelihood depends measurably upon his far sighted successful policies.

Measure of Prosperity

That so much for the employe depends upon the wisdom of the employer may well suggest that "Conservation of industry means doing everything possible to help the business that provides work."

Substantial prosperity is, after all, the thing that counts. While I always have favored the highest wages which a business and its surrounding conditions warrant,

big wages are not the prime consideration. There are men up in the salary or wage list who are wasters, and men on reasonable wages who have paid for homes, raised families, and enjoyed comforts and luxuries. It is what a man saves or applies to his continuing comfort or pleasure, rather than the amount of his remuneration, that represents prosperity.

It boils down to what a man gets for his money, and we must have a care as to what temptations for extravagance are maintained in his way, and what real enjoyments are offered him on an economical basis.

Dan Reed says: "That city which is richest in living conditions, that city in which the resident can buy most with his pay envelope, more enjoyment, more happiness, where the children can be best educated, where wholesomeness and happiness dwell, is the city which is to grow and prosper."

Some of those who say they are going to force high wages, "whether or no," are least thrifty, and their sophistries and ill-founded arguments should not be permitted to influence the overwhelming conservative proportion of earners of good wages who are home owners and dependable citizens.

Place of the Home Owner

Some labor agitators oppose humanitarian efforts toward the betterment of employes, professing to regard such measures as sops to the laborer. They try to have all employers looked upon as horned fiends with cloven hoofs, and all because they see that such policies make toward the contentment that comes with prosperity.

That wage earner who applies his dues to a savings account or a home is better off than one who applies them elsewhere.

The stability of the industrial situation in the United States as well as the hope for the future is in the thrifty, conservative, well paid home owners. If the issue comes, as it may come most forcibly, these splendid men will be found as the strong foundation upon which to rest the superstructure of ultimate industrial success. These are the men who are trying to make the most of themselves and their opportunities.

Prosperity for the country depends

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Home Owning and the Labor Problem

largely on prosperity of the individual, and if eight hours of labor per day were to lead to wholesome rather than debilitating occupation for the other sixteen hours, I might favor an eight hour day, where practical.

There would be a way to direct this additional "time off" in pleasurable and profitable employment if there were provided for every working man a home, surrounded by an acre plot, his own domain, where he, in his spare hours, and his family in theirs, could work out a considerable proportion of their living expenses, thus developing a disposition for management and the vision of a possessor.

I believe that a panacea for practically all labor ills would be the providing of tracts of ground thus available about all industrial centers, easily accessible by modern rapid transit.

It is my conviction that home owning, which promotes individualism, the pride of possession, the thrill of "mineness," will sound the death knell of anarchy and industrial violence; that employers, interested as they should be in the welfare of their employes, will encourage thrift with good wages; that prosperity, so increased, will enlarge the home market for manufactured comforts and luxuries; and that as soon as individual interest and initiative become general, many of the socialistic heresies of the day will vanish.

What Experience Teaches

Our general experiences have indicated that prices, payments and terms must be reasonable. In the beginning of the home payments no conscientious buyers must have discouragements, and the terms must be such that the acquirement of a home is reasonably certain in spite of inevitable setbacks.

Small houses and modest improvements, all about equal in value for a given locality, altho differing in design, are best. Such places may be added to as the buyers' prosperity continues and increases. The easy terms must not permit an unwise ambition to assume a back-breaking burden.

There should be a personal interest in the welfare of each home buyer and friendly suggestions as to the best method of handling his little tract.

Such enterprises should be close enough both to factories and street cars as to be convenient, but far enough away so as not to encourage too many expensive trips to the city.

Above all, there should be a careful assortment of the right kind of folks, looking toward a homogeneous, cooperative, hopeful community, each member of which will enjoy every other member.

We must all realize that the great issue, when it comes, will be as between those who have and those who want what the others have.

The issue will be an attempted divorce of that which God intended should be irrevocably joined; for capital—possessions—is only *stored* labor and its highest use is to make present labor more effective and profitable. Therefore, capital wedded to labor is charged with immense responsibilities, and our systems should provide that every honest day's work should receive an adequate day's pay, and that every man willing to work should find work to do.

To accomplish this, it appears to me that peace must replace strife; that harmony must exist between manufacturers and workers; that only unity can bring content; that laws must be just to the triumvirate in interest—the people (whose rights are too often disregarded), capital (the prime necessity for profitable labor) and labor (without which capital would be helpless).

This balance of equities may not be maintained by "soap box demagogues" whose sophistries inflame; nor by mob-catering legislation, of which our law-making bodies are so prolific in this day; nor by excessive and unwarranted taxation which curbs industrial expansion. (In 1913 the people of the United States paid the appalling sum of \$2,130,000,000 in taxes of all kinds, or \$21.30 per capita. Did they get their money's worth?)

Discoverers and Followers

There are, it seems to me, but two kinds of people in the world—discoverers and followers. Happy is that community which environs men of initiative who crystallize their dreams into realities. Such men *make* progress but it is sad to note that present day tendencies neglect to recognize that most such men have

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I. A. of R. C.



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B. L. HEWETT, Secretary
(Rotarian)

Home Owning and the Labor Problem

sweated the blood of possible defeat and have been well nigh crucified upon the cross of stern stress or failure before success has come.

These originators of big businesses, when they have gotten their organizations together and their fortunes forwarding, then develop natural tendencies, usually for human betterment. No man wants wealth for the sake of wealth alone. His strivings are for success, then the discharge of the responsibilities involved. Accumulation is of no benefit except for what it can do, and usually it gets its best returns from what it does for others, or helps others to do for themselves.

"Thrice blessed he who gives," but thrice thrice blessed he who gives intelligently. To my mind, the essence of good giving is the giving of opportunity, helping others to help themselves, thus preserving the independence and the entity of the individual.

Rotary stands for truth, the eternal verities, for love (charity)—the greatest of all—for completeness. Fortunate are

we to be early members of this band standing on the mountain tops of hopes and successes, looking out toward the rising sun of a new day, clear and bright with wonderfully alluring promise.

My great chief, C. W. Post,—a pioneer, a discoverer, a Rotarian in spirit and act—was largely concerned in helping others to help themselves. It was his passion, indeed. His far vision is now finding fulfillment in the wonderful outcome of his several home-providing enterprises, standing as monuments to his practical humanitarianism: Post City, Texas, and surrounding farming country, now sustaining a population of six or seven thousand, practically all of the families being home owners; Postumville, Springfield Place and the adjoining Post Acres. All of these show clearly that profitable industry may go hand in hand with individual interest; that good wages and good homes can and should co-ordinate; that well paid industry and thrift develop successful, self-respecting, law-abiding citizens.

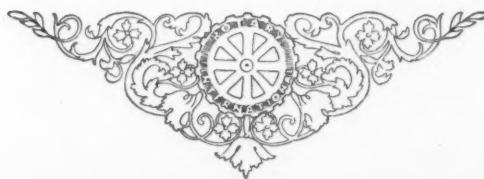
The Golden Fleece

A little boat with silken sails went sailing out today.
It dipped a greeting to the sun, and blithely sailed away.
God send the hand upon the helm may falter not nor fail,
Until the Island of the Fleece lies just below the sail!

The Island of the Golden Fleece! How few to win that goal!
Unknown, uncharted and forlorn, the mighty oceans roll
(All set with the sudden coral reefs, where counter-currents roar)
'Twixt those who dream and what they dream—that silver-sanded shore.

Yet, courage! Brother Argonauts, who leave the bay behind;
Who brave the misty seas of Life; who seek but never find!
Who dares at least to seek the Fleece, across the flying foam,
Shall win a triple welcome from the harbor-lights of home!

—Charles Henry Mackintosh.



THE ROTARIAN

Special Publicity Section From *Rotary District No. 3*



Map of Pennsylvania, Maryland, Delaware, and District of Columbia, showing Cities where the Rotary Clubs of the Third District are located.

Attention is called to the succeeding pages, comprising a special publicity section from the Rotarians of the Third District---Pennsylvania, Maryland, Delaware and the District of Columbia.

The advertisements from this district have been secured for THE ROTARIAN thru the energetic efforts of District Governor Stewart C. McFarland of Pittsburgh and the loyal cooperation of Rotarians in the respective cities.

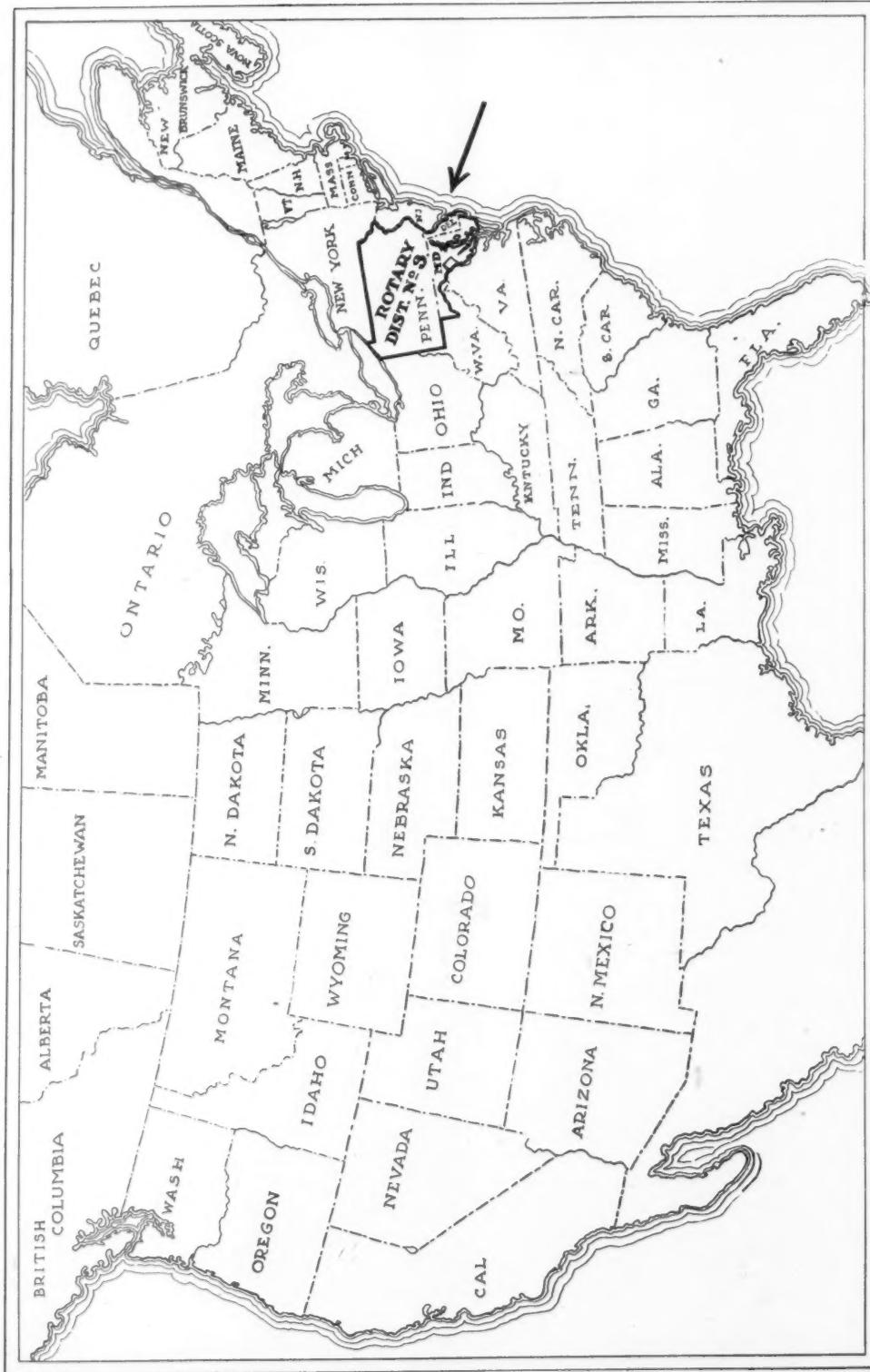
Those whose advertisements appear in this section are qualified to give satisfaction and desirous of rendering that service which Rotarians believe is the essential basis of right business relationships.

And this is the position of all who advertise in THE ROTARIAN

We are endeavoring to make the advertising pages as well as the editorial pages of this magazine interesting and profitable to our 30,000 subscribers.

CHESLEY R. PERRY, *Editor.*
PHILIP R. KELLAR, *Managing Editor.*
FRANK R. JENNINGS, *Advertising Manager.*

Special Publicity Section of Rotary District No. 3.



Map of United States and part of Canada, showing location and relative size of Rotary District No. 3, to which the arrow points, consisting of Pennsylvania, Maryland, Delaware, District of Columbia.

Special Publicity Section of Rotary District No. 3.

A Section Rich Historically and Materially

That portion of the United States which is included in Rotary District No. 3, is one of the most important commercial and industrial sections of the country, and has been intimately associated with the development of civilization since the advent of the white race in North America. The states of Pennsylvania, Maryland, Delaware and the District of Columbia are rich in historical traditions as well as rich in material things.

The importance of District No. 3 in the Rotary world is shown by the fact that it has twenty-five Rotary clubs, twenty-one of which are in Pennsylvania, two in Maryland, one each in Delaware and the District of Columbia. The Rotary Clubs of Philadelphia, Pittsburgh and Harrisburg were among the first twenty-five organized, Philadelphia being the nineteenth, Pittsburgh the twentieth, and Harrisburg the twenty-third. Washington and Baltimore were among the first fifty clubs organized, Washington being number forty-six and Baltimore number forty-eight.

District No. 3 has the distinction of including within its borders the capital city of the United States; the city that was the capital in the early days of the government and in the years of the federation preceding the organization of the Thirteen Colonies into the United States; the second state in the Union in point of population and wealth; the city that is known all over the world as the "steel city"; the largest powder manufacturing plant in the United States and one that rivals in size those that have been developed in Europe by the war.

The State of Pennsylvania is primarily a manufacturing and commercial state, altho its rank in agriculture is high. The presence of enormous deposits of soft and hard coal, oil, natural gas, and iron ore, have provided the state with natural opportunities for industrial development that have been taken advantage of to the fullest extent by its citizens.

First Settlements in Pennsylvania

The first white settlements in Pennsylvania were Swedes and Dutch who settled in the lower valley of the Delaware river, establishing small trading posts, as early as 1623. However, the colonization plans of the Quakers, or Society of Friends, under the direction of Penn, very soon made the Quaker influence predominant in the colony.

The first settlements under the Penn Charter were made at Philadelphia in 1682. Then came the settlers from Germany and Germantown was established in 1684. At the time of the War of the American Revolution, Philadelphia had become one of the most important cities of the Colonies and it was in Philadelphia that the members of the Continental Congress held their sessions. It was in Philadelphia also that the Declaration of Independence was signed in

Independence Hall which is still standing and is one of the places of chief interest in the city. Philadelphia was the seat of the National Government following the ratification of the constitution by the Thirteen Colonies and until the national capital was removed to Washington City during President Washington's first administration.

The city has maintained its importance as a shipbuilding center from colonial days up to the present time and still remains one of the chief ports of entry of the United States.

Philadelphia is one of the most important manufacturing centers of America and contributes largely to the total factory product of Pennsylvania, which makes Pennsylvania the second manufacturing state. It has extensive locomotive manufacturing plants; factories for the manufacture of carpets, woolen and cotton goods and other textile fabrics. A number of noted educational institutions are located in Philadelphia, including the University of Pennsylvania, Girard College, Drexel Institute, Franklin Institute.

Pittsburgh, a Historical Site

Pittsburgh is the second largest city in Pennsylvania and among the ten largest in the United States. Its wonderful growth in the last thirty years, resulting from the phenomenal development of steel manufactures, has been due to the natural advantages it possesses in the unlimited deposits of coal, natural gas and oil in the surrounding area providing fuel to operate its plants. Pittsburgh's glass manufactories are also the largest in the country.

Historically the city figures in colonial history. It was here that the French built Fort DuQuesne, which was one of the chief strategical points for the possession of which the French and English and the American colonists fought during the French and Indian War. George Washington secured his first real military experience in the campaigns against this fort. Among the noted educational institutions of Pittsburgh are the University of Pittsburgh, the Carnegie Technical Schools, the Pennsylvania College for Women and the Carnegie Institute and Library.

Harrisburg, the capital of Pennsylvania, on the Susquehanna River about halfway between Philadelphia and Pittsburgh, is an extensive manufacturing city.

Practically all of the other cities in Pennsylvania which have Rotary clubs are busy manufacturing centers, and a list of products of one of these cities might serve also as a list of products for all of them, altho there are some slight variations. These products include iron and steel manufactures of all kinds, cotton, knit and silk goods, boots and shoes, railroad cars, automobiles, carriages, flour, lumber, cameras, paper,

Special Publicity Section of Rotary District No. 3.

farm implements, boxes, lace curtains, cut glass, pianos, locomotives, fire brick, sewer pipe, hoisiery, tobacco, shirts, rubber products, wooden ware, adding machines, dyes, furniture, hats, coffins, carpets, etc.

The Spirit of Rotary operating thru the members of the respective Rotary clubs is having its part in the development of these cities. In addition to those already named, they are:

Reading, the county seat of Berks County; New Castle, the county seat of Lawrence County; Erie, the county seat of Erie County and the port of entry from the Great Lakes into Pennsylvania; McKeesport, in Allegheny County; Allentown, the county seat of Lehigh County; Easton, the county seat of Northampton County; Pottsville, the county seat of Schuylkill County; Williamsport, the county seat of Lycoming County; Lancaster, the county seat of Lancaster County; Wilkes-Barre, the county seat of Luzerne County; Bethlehem, in Northampton County; York, the county seat of York County; Altoona, in Blair County; Greensburg, the county seat of Westmoreland County; Shamokin, in Northumberland County; Sunbury, the county seat of Northumberland County; Chester, a few miles south of Philadelphia.

Maryland

Maryland was originally one of the proprietary colonies, Charles I having granted a charter conveying almost unlimited territorial and governmental rights to George Calvert, the first Lord Baltimore, in 1632. The first Calvert colonists reached Maryland in March, 1634. The city of Baltimore—the metropolis of Maryland and one of the most important cities of the United States—was named in honor of the Baltimores.

Maryland primarily is an agricultural state, altho it has large manufacturing and commercial interests which are centered in Baltimore. Within recent years the state has become very important as a grower of truck and fruits for shipment to northern cities and for the numerous canneries thruout the state. Maryland furnishes more than one-third of all the canned tomatoes in the United States.

The manufacture of boots and shoes, bricks, cement, chemicals, clothing, cotton and woolen goods, tobacco, flour, leather, lumber, machinery and metallic goods are the leading industries. There are more than five thousand factories in the state.

The commercial interests of Maryland are centered largely in Baltimore, whose foreign trade is very important, exceeding in normal times, \$150,000,000 a year. The famous Johns Hopkins University and Peabody Institute are two of the well known institutes of Baltimore.

Hagerstown, the other city in the state which has a Rotary club, is in the northwestern corner

and is an active trade center. Its manufacturing industries include wood working plants, textile and automobile factories, furniture and cement works, machine and railroad car shops.

Delaware

Wilmington is the only city in Delaware which has a Rotary club, it being the one hundred forty-eighth club to be organized. Wilmington is the largest city in the state and an important commercial and manufacturing center and port of entry. The famous DuPont Powder Mills are in the vicinity of Wilmington and its manufacturers include numerous foundries, machine shops, rolling mills, cotton and woolen factories, shipbuilding works, flour mills, morocco leather factories, railroad car works, carriage shops, etc.

The first white colonists in Delaware were Dutch, but this settlement was wiped out by the Indians and the first permanent colonists were Swedes, who settled in 1624. One of the points of interest in Wilmington is the old Swede Church, built in 1698.

Delaware is a good agricultural state altho the southern portion is in great part sandy and has required skillful farming to make it productive. In recent years the state has specialized in raising fruits and garden vegetables.

District of Columbia

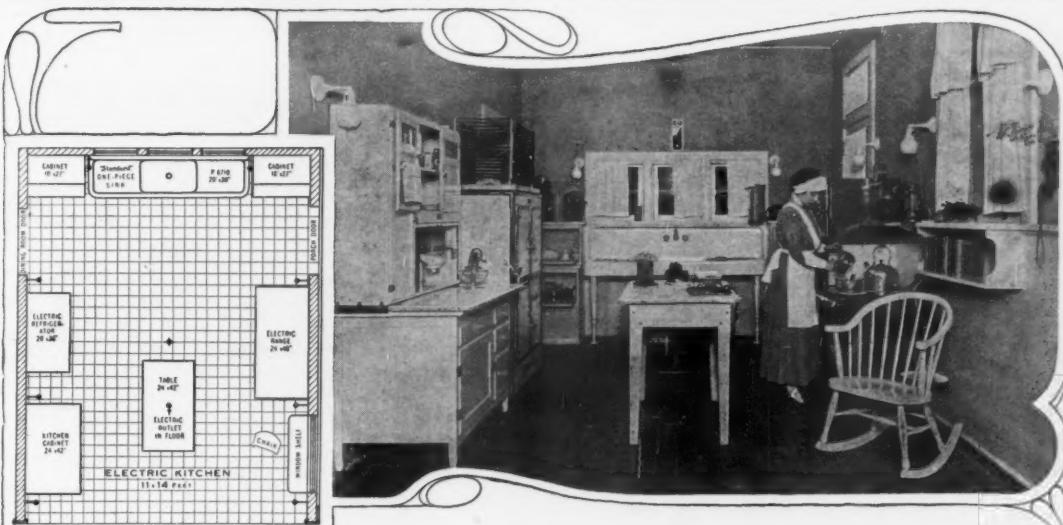
The District of Columbia is a section of land ceded by Maryland to the federal government. Originally it included a portion out of Virginia on the southern bank of the Potomac, but this section was ceded to Virginia after a few years because the people of Alexandria protested against the neglect by Congress of the District's affairs.

Washington City was named in honor of the first president of the United States and was originally planned by the famous French engineer, Major L'Enfant, whose plans, however, have never been carried out in full. The building of the city was authorized in 1790, but for many years it was little more than a straggling country village and was sadly neglected until the outbreak of the Civil War. At that time Washington had a population of only 61,000. Ten years later the population increased to 109,000 and since that time the nation's capital has grown steadily in size, importance and beauty until now it is generally admitted to be one of the show cities of the world.

While the chief points of interest in Washington are the numerous handsome public buildings of the national government, the city is the center of an extensive coastwise trade and its manufacturing industries, aside from the government activities, produce annually products that are valued at many millions of dollars.



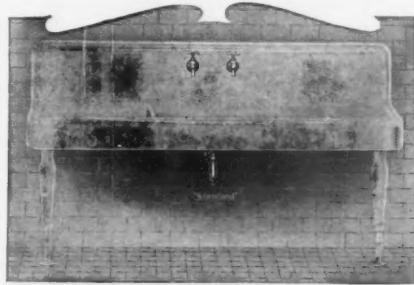
Special Publicity Section of Rotary District No. 3.



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"The Aristocrat of the Kitchen"
"Standard" One-Piece Sink, P 6710

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Special Publicity Section of Rotary District No. 3.

A VEST POCKET ESSAY ON BROKERAGE

By JOHN R. JOHNSTON, Pres. The John R. Johnston Brokerage Co.

(Member of Pittsburgh Rotary Club)

This is a field invaded by many but with indifferent results. If the Broker himself could define his position he would speak of himself in the most flattering terms and could prove that he is of everlasting benefit to those he serves, excepting himself.

During these strenuous times the Broker is the target for all kinds of abuse, and to sum up his status I can offer only a conglomerated analysis. These criticisms come from both manufacturers and purchasers.

A Broker is generally a person who could not handle his own business successfully, and therefore feels qualified to run the affairs of everybody else—sort of half brother to the average politician. He has nothing to sell and no one to sell it to.

A Broker is nothing surrounded by atmosphere—generally heated.

If he has a hat his office is supposed to be located therein.

His capital stock is language, and he is incorporated to the full limit of his vocabulary.

His business is best when he can obtain a higher price than prevailing discounts for the manufacturer and can furnish glass at

cut prices to the trade. Quite a complicated combination to work simultaneously.

He serves to introduce buyers and sellers and after the first transaction the commissions are arranged between these parties direct.

His success is generally measured by the business he has in anticipation.

If his sales balanced up accordingly the over-production would be a thing of the past.

His ambition is to secure a permanent chair in some Old Man's home where oratory and reminiscences are tolerated and accepted at a premium.

He is as important as the husband of a militant suffragette.

If unsuccessful in securing business for his own account he will work overtime to prevent others from succeeding.

He is looked upon as a free-booter on the commercial seas, and the sexton in the burying ground of business.

But as his education is acquired from long association in various branches of the industry others may share the responsibility for his creation and existence.

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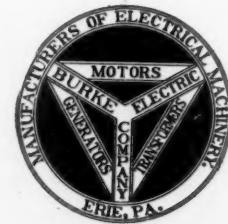
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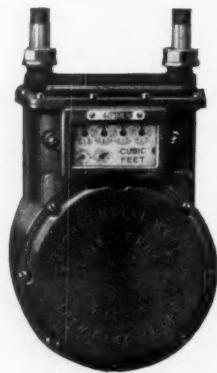
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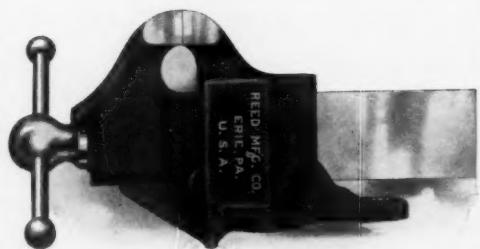
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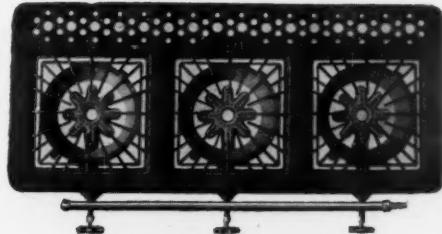
High Quality
Strength
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Reed Manufacturing Co.

Erie, Pa., U. S. A.

Special Publicity Section of Rotary District No. 3.

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Motto:

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A complete and high-grade line of GAS Ranges, Rangettes, Hot Plates and Heaters.

Catalogues on request.

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ERIE, PA.

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Brass Products
for
Plumbing
Water
Gas
Steam

Hays Manufacturing Co.
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THE DAN-DEE Metal Waste Basket

is offered for sale by all the leading Stationers everywhere. No rough edges to mar furniture or floors.

Largest selling line of Metal Waste Baskets in the World.

Erie Art Metal Company
ERIE, PA.

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REFINERS
JOBBERS
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Higher Grade Petroleum
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LUBRICATING OILS FOR
EVERY PURPOSE

Automobile Oils a Specialty

Mill and Cup Greases, Gear Shield, Cable Coating, Petrolatum, Ebonite for Transmissions, Asbestos Roof Cement, Soluble Oils, Medicinal White Oils, etc.

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Special Publicity Section of Rotary District No. 3.

**ERIE
FORGE
COMPANY
ERIE, PENNA.**

Hammered Steel Forgings
in Carbon & Alloy Steels

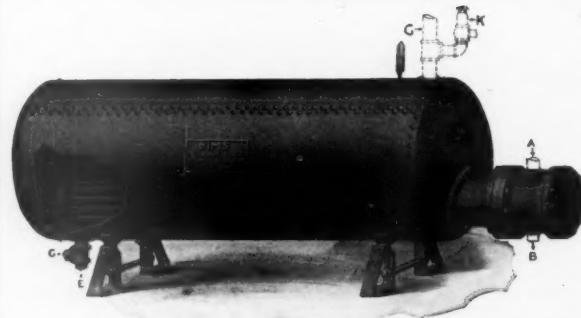
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The "Economic" Boiler from 10 to 150 Horse Power, for Power Plants and for Steam Heating.

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Erie, Penna., U. S. A.



**"We keep others in Hot Water"
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Send your water heating problems to us—we have helped others—will try to help you.

THE SIMS COMPANY
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Everything Wears Out
Guarantee Wringers
Outwear Everything
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How McFarland's Letter Got Action!

WE are strong for McFarland and we are strong for Wilkes-Barre. So when we got a letter from him we took this page to BOOST Wilkes-Barre.

We've got a *live* Chamber of Commerce; a Rotarian president, secretary and many trustees. Nuf ced.

Area—4.8 sq. miles. Pop., 1916, 76,000.

Area—Greater Wilkes-Barre, 50 sq. miles, pop. 1916, 300,000.

Banks—13 in city; 11 in suburbs; total deposits, \$40,000,000.

Electricity—Power rates down to as low as $\frac{3}{4}$ cent per K. W. hour.

Principal Industry—Mining of anthracite coal. Value of coal produced annually in Luzerne County, *greater* than gold production of United States, including Alaska.

Factories—In city limits, iron, steel and textiles, employ 10,000.

Hospitals—Three in city, three in suburbs.

Newspapers—3 dailies, 11 weeklies, one semi-weekly in city; one daily and one weekly in suburbs.

Post Office—Main office has four branches, twenty stations; employs 75 carriers, 67 clerks; distributes to population of 160,000; annual business about \$250,000.

Parks—Seven, about 150 acres.

Libraries—Four, Osterhout, Historical, Law and Medical.

Railroads—Steam, six; electric, two; as follows: Lehigh Valley, Jersey Central, Delaware and Hudson, Erie, Pennsylvania, and Lackawanna; Wilkes-Barre & Hazleton, Lackawanna & Wyoming Valley.

Schools—23 public schools, 3 private preparatory, several parochial schools; in suburbs, one private preparatory, forty public schools.

Wilkes-Barre is the county seat of Luzerne County, the third in population in Pennsylvania.

Wilkes-Barre ranks as one of the wealthiest cities in the country.

Wilkes-Barre has a wholesale trading population, within a 50-mile radius, of 1,500,000.

Address All Communications to
Wilkes-Barre Chamber of Commerce, or

Printed at the left are a few genuine reasons why industries should locate here. Read them. More will be sent you upon application to Rotarian Ferrel, Sec'y of Wilkes-Barre Chamber of Commerce.

**"Service
not
Self"**

Rotary Club of Greater Wilkes-Barre

Special Publicity Section of Rotary District No. 3.

Mr. Manufacturer

Scranton, Pennsylvania, is one of the most favorable manufacturing points in the entire United States, because

It is situated on the lines of five great railroads.

It has abundant labor (400,000 in ten mile radius).

It has very cheap electric power (generated from waste coal).

It is only 134 miles from New York, 167 from Philadelphia, 265 from Buffalo, 316 from Pittsburgh, 392 from Boston, 262 from Baltimore, and 302 from Washington.

And also because

It has the Cash

If you have a growing business and need some more capital for legitimate expansion, it may pay you well to get in touch with the

Scranton Board of Trade

and learn of the extremely practical and efficient way in which the Electric City aids manufacturing interests which locate in its borders.

The Scranton Industrial Development Company, capital \$1,-200,000, was created by the Board of Trade in 1914, to bring manufacturing enterprises to Scranton.

For Information, Address

SCRANTON BOARD OF TRADE



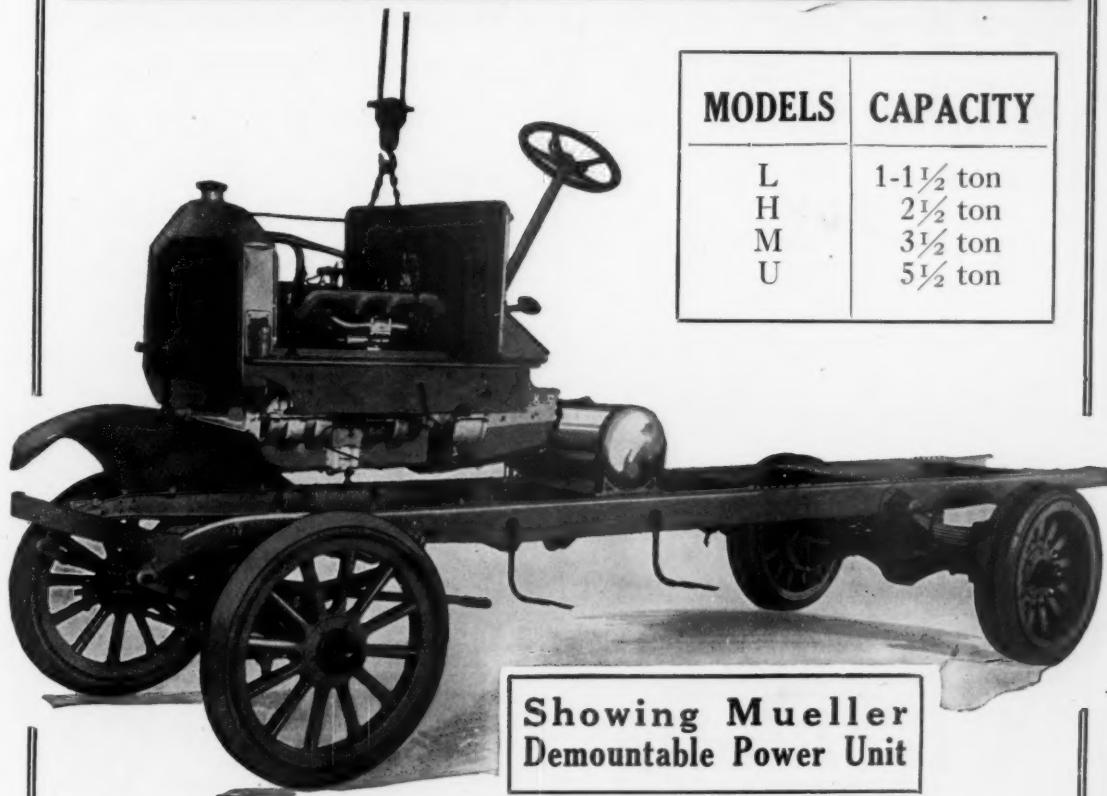
BOARD OF TRADE BLDG.

[SCRANTON, PA., U. S. A.

The Scranton Rotary Club Believes in Scranton

Special Publicity Section of Rotary District No. 3.

Maccar Trucks



The Truck That Keeps Out of the Repair Shop MUELLER DEMOUNTABLE POWER UNIT

This unit consists of the motor, clutch, transmission, radiator, pump, magneto, carburetor, dash, toe boards, brake and foot pedals, steering gear and all spark and throttle controls—all assembled in one cradle, mounted in the frame as a unit and removable as such in a few minutes by taking off six bolts and making several disconnections.

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HIGHEST GRADE
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An American product accepted around the world as "the best." Made primarily for professional players, all good amateurs glory in their possession.

"Rotarians who are unable to blow their own horns can be materially assisted by applying to Rotarian Keefer." If you would have your city, your plant, your club or your movement boosted, use the Brass Band method! Bethlehem steel, Pennsylvania R. R. car shops and other great American firms [and municipalities] boost and are boosted by Keefers. Get on the Band Wagon!

BRUA C. KEEFER MFG. CO.
World's Largest Producer of Highest Grade Band Instruments
WILLIAMSPORT, PA.

My Fellow Rotarians

Who labor at a desk in a modern Bank or an up-to-date office. You can do more work in fewer hours if you will consult us on our Labor Saving Systems, for Bank or Office.

The Smith Printing Co., Inc.
OFFICE SYSTEMS
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FOR COMMERCIAL USE

ALL TYPES AND SIZES—ANY PRESSURE
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CRAIG and WIRCO BOILERS

For home heating for either steam, hot water or vapor, you will find the **CRAIG and WIRCO** boilers the best in the long run for fuel economy and results.

CRAIG & WIRCO Boilers
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Manufactured by the
Williamsport Radiator Co.
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**WILLIAMSPORT PAPER BOX
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WILLIAMSPORT :: PENNSYLVANIA



WILLIAMSPORT :: PENNSYLVANIA

America's Greatest Family Newspaper

*Managed by a Rotarian. Edited by a Rotarian
Circulation over 300,000 a week*

GRIT is the largest and most complete Illustrated Weekly Family Newspaper in the World. Its pages carry the widest diversity of news, feature and illustration, all of the most careful selection, and making strongest appeal to its readers. For thirty-four years it has been devoted to the best interests and welfare of the American people, seeking to inform, entertain and teach highest moral and social principles. Its influence flows continuously on, through all parts of the country, among millions of people, upon whom it exerts an elevating, refining force, gradually improving thought and inspiring achievement.

GRIT is read by the great middle, the thrifty class of citizens and its advertising columns are their market for a thousand and one articles not obtainable in local shops and stores. Its business by mail opportunities are second to those of no other weekly publication. Its general publicity advertisements comprehend the best patronized propositions before the American public. Many of its advertisers GRIT has served for years.

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*Units 100 H. P.
to 1500 H. P.
Pressures to 350 pounds*

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E. G. Wein, Sales Manager :: Rotarian

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*GIVE US A TRIAL,
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236 Pine St., - - - WILLIAMSPORT, PA.

Special Publicity Section of Rotary District No. 3.

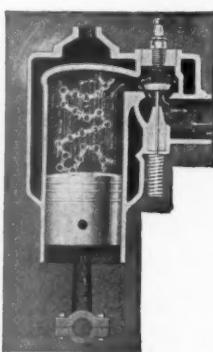
JOIN the "CHAIN GANG"

Save the Fine—Serve 20 Minutes

You don't clean your watch with a pick, nor do you hold it over a flame to burn out the dirt. Why? Because your good common Rotarian sense tells you not to.

But how about the cylinders of your motor, with their polished surface and delicate adjustments? Do you allow the *pick* or the *flame* method used, to remove carbon?

If the motor is torn down, the adjustments and gaskets are disarranged. Or if the oxy-acetylene is used, you run the risk of cracking or warping the pistons or cylinders with the intense heat.



TRY THE MICHENER WAY—the quickest, cheapest and the one absolutely harmless method. And here's the point—with this device, you or your boy can remove the carbon, on the road or at home, in twenty minutes.

Simple as A B C to use: Chains are inserted through the spark plug holes, ignition cut out cylinders being treated and the motor is run for three minutes with the power of remaining cylinders. Chains are then readily removed with the hook which is provided.

The operation of the chain (shown herewith) as it is tossed about by the rapidly moving piston, knocks off all carbon deposits which go out the exhaust.

Two or more cylinders can be cleaned at one time. The same chains may be used again and again. Equip your tool kit—you will need them often.

Just write me to mail you one or more sets by return post, state year and model of car. Pay for them when it suits your convenience.

I have a splendid proposition for Dealers

E. S. MICHENER, 306-307 Wallace Bldg., New Castle, Pa.
(Member New Castle Rotary Club)



75c each. 3 for \$2.00
(Postpaid)

Keeping Up with the Times

Milk dealers have their wonderful devices for efficiency as well as the Dairy Farmer, that are remarkably ingenious in principle—foremost among them is the



While simple in construction, the Perfection Pull Cap has revolutionized the sealing of milk bottles and through the delight of their patrons hundreds of Dealers have materially increased their business.

Any design may be printed on the Perfection Pull Cap and they fit any capper made.

Write us for the name of your nearest Dealer.

HAGERSTOWN CAP COMPANY
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BRIDGE SHOP

Designing, Fabricating and Erecting Structural Steel of all Descriptions

FROG SHOP

Frogs, Switches, Crossings, etc.
Industrial Lay-outs

Efficient service our first aim. Complete stock of Beams, Channels, Angles, Bars, Plates and Rails carried for prompt shipment.

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*Cut Flowers, Plants and Palms always on hand.
Funeral Designs a Specialty*

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Store, 20 N. Sixth St.
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Special Publicity Section of Rotary District No. 3.

NEW CASTLE, PA.

George Ade speaks of the "Secret of the Higher Hunch." New Castle has it. The New Castle idea is to evolve into a better city rather than into a bigger city. New Castle's civic forces are the Rotary Club and the Board of Trade—both are strong, virile and alert, backed by a wholesome community confidence and support.

New Castle is one of the great manufacturing cities of Western Pennsylvania. Population 50,000. The crux and pivot of the greatest industrial district in the world. Fact! New Castle possesses all the improvements, comforts and facilities of any modern city of 100,000 people.

New Castle Has

An excellent health record.
An enviable educational record.
A fine social spirit.
Two hospitals.
Homes for the dependent young and old.
A \$200,000 High school.
A \$175,000 Y. M. C. A.
A \$100,000 Y. W. C. A.
A \$250,000 Elks' Home.
A \$100,000 Federal Building.
55 Churches.
13 Public Schools.
A Free Public Library.
2 Daily and 1 Weekly paper.
14,000 employed workers.
\$12,000,000 annual pay-roll.
Largest tin plate blast furnaces and cement works in the world.
Immense steel plant.
Large Federal Radiator Works.
Good size Motor Truck Factory.
Large plant of The American High Explosive Co.
Large plant of The Grasell Chemical Co.

Commission Form of Government

New Castle is a city of diversified industries; a prosperous, contented—withal cosmopolitan—people. The per capita circulation of money in the United States is \$35.00. That of New Castle is \$288.00. New Castle has six banks, four National; two on the honor roll, with combined resources of \$20,000,000.

COME TO NEW CASTLE

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New Castle Produces Annually

Iron and Steel, approx., 2,000,000 tons.
Sheet and Tin Plate, 1,000,000 tons.
Limestone, sandstone, sand and stone, 3,000,000 tons.
Artificial ice, 120,000 tons.
Wire novelties, 200 tons.
33,000,000 brick.
3,000,000 wooden boxes.
16,000,000 feet of lumber.
\$600,000 china.
\$300,000 in knitted goods.

New Castle Turns Out Daily

10,000 barrels of cement.
40 steel railroad cars.

Immense shipments of car and ship hardware, cold rolled steel, steam pumps, mill machinery, boilers, castings, blast furnace jackets, paints and oils, chemicals, pulp plaster, bed springs, paper, and has the only pottery plant in the world making sanitary ware by casting in moulds, etc., etc.

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LUDEN'S
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COUGH DROPS

GIVE
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NET WEIGHT 1/2 OZ.

Look for the "yellow box" 5c

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This new edition for 1917-18 is more complete and helpful than any of its predecessors. It contains 112 pages of text matter, with 30 full page illustrations (13 in color). In its completeness it is a text book that no Rotarian who loves gardening will wish to be without.

Some Special Features

In the Iris section there are many of my own seedlings, including the Panama-Pacific Gold Medal Collection; also notable new introductions from Europe.

Among the Peonies are a number of rare varieties which I have been unable to offer before, owing to limited stock. The fortunate purchase in France of a noted collection of Tree Peonies enables me to offer a unique assortment of over 300 varieties.

Lemoine's complete collection of Lilacs, Philadelphus, and Deutzias, with many of the new Chinese Barberries, Cotoneasters, and other introductions of Mr. W. H. Wilson, add to the value of this book.

Rotarians interested in gardening may have a personal copy if they will send their name and address to

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Sole Manufacturers of the
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QUALITY BICYCLES
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READING ROTARIANS
WANT TO MEET YOU
AT ATLANTA, GEORGIA

Special Publicity Section of Rotary District No. 3.



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Let Fellow Rotarians here,
there and everywhere know
you are Rotarian

Printed in one or more colors on our
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Send for samples and
Special Club Prices

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Office: Corner Duke and Chestnut Streets
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Oriental Rugs for Particular People

If you are looking for an Oriental Rug, send us the size and description of your room and we will tell you what we have nearest your requirements.

Oriental Rugs sent to Rotarians on approval anywhere in U. S.

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From My
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via Parcel Post
Direct
To YOU For
\$9.00
Per 100



INVINCIBLE
Exact Size

Meditation Cigar.
Our big 1916 success.
A delightful, fascinating smoke.
A cigar that you will feel a pride
in offering to your friends.
A cigar that appeals to the most
fastidious smoker of fine cigars.
A cigar that I feel proud to offer
to you because it has been so
highly commended and brought
so much business to this house.

Invincible, the size shown on this
sheet.
\$9.00 per 100.
\$4.60 box of 50.
A shorter size for \$7.00 per 100.
Order a box today.
Smoke a few.
If you like them send me your
check.
If not satisfied return the balance
in ten days.
I take all the risk.
You run no chances.



To Rotarians Everywhere:
If I can be of service to you
here write me. When in
Washington use my offices
located on the busiest street
in town.

HENRY T. OFFTERDINGER
508 Ninth St., N. W.
The Rotarian Cigar Mfr. of Washington, D. C.

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You Helping to Hide the Light?

How much broader and better would be the influence of Rotary if the world knew more about what Rotary is and what Rotary Clubs are doing!

How could Rotarians more easily double this outside knowledge of Rotary than by doubling the circulation of THE ROTARIAN, the magazine of Rotary?

How could Rotarians more easily double this circulation than for each of them to send the magazine for one year to an individual, a library, a chamber of commerce, or other commercial or business organization, not represented by membership in Rotary?

And how can Rotarians better do such great service for Rotary and the world at the expense of so little money and effort, than for each member to make out a check and a list of names and addresses of those whom he desires to receive the magazine as a gift from himself, and then mail the check and list of names to

**THE
ROTARIAN**
The Magazine of Service

\$1.00 the year in the United States; \$1.25
in Canada; \$1.50 in other countries.

910 Michigan Ave., Chicago, U. S. A.

A Duplex Domino Story—with a **DURHAM DUPLEX MOTIVE**

Elbert Hubbard says:

When I was a boy the game of Dominoes was a great family pastime. Many an evening I spent in the lamplight, building and arranging and rearranging the little oblong blocks with their numerically placed dots.

The simple word, "Domino," has more meaning than most players of the game understand. It has come to us from the Three Hills of Caesar's City and means "I rule—I am superior, I am lord—I dominate," if you please. And so it occurs to me that the Modern Business is the simple game of Dominoes. Into the gigantic game of World Dominoes, there is entering the same spirit of victorship which rules the simple, old-fashioned game which we used to play.

The prize which is awarded the winner in the game with the little spotted oblong blocks has its analogy in Big Business. There is a laurel which goes to the Master Man. This is the prestige, the glory, the triumph that comes to him who Dominates in a specialized field of commercial endeavor.

For today the Master Man is not satisfied until he excels, is supreme, Dominates in his branch of business.

Durham Duplex Sr. says:

This, then, is the Game of "Dominoes" to which Elbert Hubbard referred. The Big Business Game of Durham-Duplex Domino Safe Razors.

We have played the "Domino" Game with our minds and heart and enthusiasm in it. We deserved to dominate and we believe we have—

Millions of men echo this statement; millions of *shavers* who have *used* the Durham-Duplex Domino Razor and found it superior.

There's a joy in *rendering service* on a large scale—a joy in giving *comfort*, a joy in teaching *pleasant habits of economy*. A joy in producing a \$5.00 Shaving Set to sell for \$1.00.

This has been our Work—our "Game." We have succeeded—but though the "Durham-Duplex" today *dominates* the Razor Market—we have not succeeded as well as we may until *every* American man *admits* it!

Until the American Man who today remarks—"It can't be done: They can't produce a \$5 Shaving Razor Set for \$1"—has been convinced!

To those who are open to conviction we ask: "Will you let us prove it to *you*?" Send us \$1. Money back if not satisfied.

A SPECIAL OFFER TO THE ROTARIANS!



This \$5.00 kit of Shaving Tools—a creation of superb skill and craftsmanship—enclosed in a handsome roll-leather case—**FOR A DOLLAR!** You never saw a better looking Shaving Set in your Life.

Sign the coupon, and enclose \$1.00 in an Envelope.

COUPON

Here's a Dollar. I want the Durham Duplex Domino Set—RUSH!

NAME.....

ADDRESS.....

T51

**Any Dealer or DURHAM DUPLEX RAZOR CO.
JERSEY CITY, NEW JERSEY**

Fellow Rotarians:-

THIS is my business to be sure, but it's sure to be of some interest to every one of you.



The business I represent in the New York Rotary Club is unique, in that it is entirely without competition.

My Company is the Cravenette Co., U. S. A., and our business is to make proof against damage by water everything you, your wife (particularly your wife) and your children wear.

You know how most materials and garments get aged or wrinkled, others cockled and yet others permanently marked by water. Well, my business is to do my best to prevent that by putting the materials through certain processes designed to protect your clothes as much as is possible without altering their appearance.

The registered trade-mark

"Cravenette"

REG. U. S. PAT. OFF.

written like that, denotes neither a raincoat nor a cloth, but that the raincoat, cloth, silk, suit, dress, coat, parasol, rug, etc., on which it appears has been through our processes.

TO extend this great idea, I am engaged this year in a nation-wide advertising campaign which is requiring a tremendous effort on my part. If you too believe it a great idea you can, as a fellow Rotarian, do much to assist me in this effort.

How?

By you and yours asking your retailers from whom you buy, to supply your clothes with this "CRAVENETTE" feature, identified either by label, stamp or tag.

If you are a retailer, let me write you

fully regarding this "CRAVENETTE" Plan and how it will benefit you.

If you are a clothing or textile manufacturer of **any kind** be sure to give me the opportunity to send you my 80 page campaign book and indicate to you specifically how the idea will benefit you.

I place myself at your disposal for any service in my power.

Please write me. This is one great big job!

H. P. Pearson
354 FOURTH AVE.
NEW YORK CITY